

EPA Reg. Jacket 49158-1



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

December 2, 2016

David Swain
Agent
Rug Doctor, LLC
415C Axminster Drove
Fenton, MO 63026

Subject: Label Amendment – Add Marketing Claims, Use Sites, and Alternate Brand Names
Product Name: Rug Doctor Antibacterial Carpet Cleaner
EPA Registration Number: 49158-1
Application Date: July 21, 2016
Decision Number: 519824

Dear Mr. Swain:

The amended label referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act, as amended, is acceptable. This approval does not affect any conditions that were previously imposed on this registration. You continue to be subject to existing conditions on your registration and any deadlines connected with them.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. You must submit one copy of the final printed labeling before you release the product for shipment with the new labeling. In accordance with 40 CFR 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. "To distribute or sell" is defined under FIFRA section 2(gg) and its implementing regulation at 40 CFR 152.3.

Should you wish to add/retain a reference to the company's website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product's label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA's Office of Enforcement and Compliance.

Your release for shipment of the product constitutes acceptance of these conditions. If these conditions are not complied with, the registration will be subject to cancellation in accordance

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with FIFRA section 6. If you have any questions, please contact Terria Northern by phone at 703-347-0265, or via email at northern.terria@epa.gov.

Sincerely,

A handwritten signature in black ink, appearing to read "Julie Chao", written in a cursive style.

Julie Chao, Product Manager 33
Regulatory Management Branch 1
Antimicrobials Division (7510P)
Office of Pesticide Programs

Enclosure: Approved label

(Note to Reviewer: {parenthetical text} and [bracketed text] is optional; {text in braces} is informational.)

RUG DOCTOR ANTIBACTERIAL CARPET CLEANER

(Master Label)

Name (Name TBD)

{Alternate Brand Names: See addendum}

SOFT-SURFACE AND CARPET [SANTITIZER] – [CLEANER] – [DEODORIZER] – [ANTIBACTERIAL] – [ANTI-ALLERGEN**]

[Antibacterial Carpet Sanitizer], [Bacteria reducer*], [Spot and Stain Cleaner], [Soft Surface Cleaner], [Carpet Cleaner], [(Dual Action) (Triple Action) (Multi-Purpose) Cleaner], [(Pet) Stain and Odor (Remover) (Eliminator) and Sanitizer], [(One-step) Deodorizer], [Formula for (Carpet) (&) (Upholstery)], [Deep (Spot) Clean(er) + Sanitize(r)], [(Sanitization) (Sanitizing (Treatment) (Pretreat(er))), [Tough Stain (Treatment)]] [Allergen** Remover], [Allergen** Reducer] [Anti-Allergen Treatment**], [Allergen Eliminator**]

KEEP OUT OF REACH OF CHILDREN

Active Ingredient:

Hydrogen Peroxide.....4.85%
Other ingredients.....95.15%
Total: 100.00%

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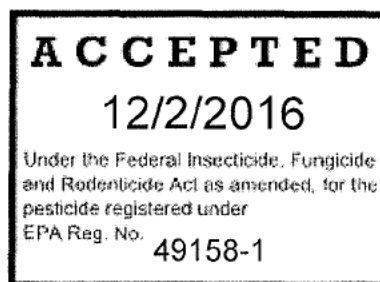
Manufactured [by] [for]:

Rug Doctor, LLC.

415C Axminster Drive

Fenton, MO 63026

Net contents: (24 FL OZ (710mL)) (17 FL OZ (502mL)) (16 FL OZ (472mL)) (3FL OZ (88.72 mL)) (4 FL OZ (118.29 mL)) (12 FL OZ (354.88 mL)) (14 FL OZ (414.03 mL)) (18 FL OZ (532.32mL)) (22 FL OZ (650.62 mL)) (32 FL OZ (946.35 mL)) (48 FL OZ (1419.53 mL)) (96 FL OZ (2839.06 mL))



(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

Soft Surface Use Sites (Location) [†]

All around the house [†]	Car(s)	Truck(s)	Study (Studies)
All around the home [‡]	Closet(s)	Laundry Room(s)	Sunrooms(s)
Apartment(s)		Living Room(s)	SUV(s)
Attic	(Damp) Storage Area(s)	Locker (liners) (Pads)	Van(s)
Automobile(s)	(Damp) Storage Room(s)	Mobile Home(s)	Table Cloth(s)
Baby's Room (s)	Den(s)	Mud Room(s)	(Baby) Travel Yard(s)
Basement(s)	Dining Room(s)	Nursery (Nurseries)	Daycare center(s)
Bathroom(s)	Dorm(s)	Office(s)	Health Club(s)
Bedroom(s)	Family Room(s)	Pet area(s)	Gym (s)
Boat(s)	Garage(s)	Playroom(s)	Kennel(s)
Cabin(s) (Interior(s))	Home	Storage Locker(s)	Grooming establishment(s)
Camper(s) (Interior(s))	House	Studios	(Pet) /(Animal) quarters
Auto	Guest Room(s)	Play area(s)	
Car(s) (interior(s))	Hotel Room(s)	(Pet) Sleeping area(s)	
Truck(s) (interior(s))	Playpen(s)	Wheelchair(s)	
Minivan(s) (interior(s))	(SUV) /(Van)/ (Trunk) Interior(s)	Walker(s)	

[†] Not for use on wool carpets

[‡] Non food contact surfaces only

Use (Surfaces) [†] [may include graphic depicting surface]

(Area) Rug(s)	(Cotton) Purses	(Upholstered) Furniture	Shower Curtain(s)
Back (School) packs	(Upholstered) Couch(es)		Sleeping bag(s)
Bedspreads	Cover(s)	Gym Bag(s)	(Bedroom) Slipper(s)
Bathroom mats (rugs)	Curtain(s)	Hamper(s)	Sofa(s)
Bedding	Cushions	Kitchen mat(s)	Soft (household) surfaces
Blankets	Desk Chairs	(Kitchen) (Household) Seat Cushion(s)	(Carpeted) Stair(s)
Box Springs	Diaper Bag(s)	Laundry bag(s)	Stuffed animal(s)
(Canvas) (shoes) (Sneakers)	Door mat(s)	Mattress(es)	Upholstery
(Upholstered) Car Seats	Draperies	Pet area(s)	Window Treatments
Carpet(s)	Duvet Cover(s)	(Pet) (dog) (Cat) (bed(s)) (bedding)	Athletic Equipment

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

(Upholstered) Chair(s)	Entry mat(s)	Pillow(s)	(Baby) (Swaddling) Blanket(s)
(Children's) Soft Fabric Toys	Entry rug(s)	Shoe interior(s)	Teddy (bear(s))
Comforter(s)	Fabric(s)	Sheets	Foam pillow(s)
Changing Pad(s)	Bassinet(s)	(Plush) (Stuffed) toy(s)	Pressure relief pad(s)
Changing Table(s)	(Soft) (Pet)/(Dog) (travel) Carrier(s)	Rug(s)	Travel pillow(s)
Drapes	(Dog)/(Pet) leash(es)	Sneaker(s)	Neck support pillow(s)
Clothing	(Car) (Floor) mat(s)	(Canvas) Tote(s)	Satchel(s)
(Hand) Luggage	(Outdoor)/(Patio) Furniture	Upholstered Furniture	Bowling bags
Mat(s)	Futon(s)	Upholstered Surface(s)	Clutch(bag(s)) / (purse(s))
(Nursing)/(Feeding) Pillow(s)	Yoga Blanket(s)	Pool Chair(s)	(Fabric) Purse(s)
Play (mat(s))/(gym(s))	(Duffel)/(Shoulder)bags	Lounge Chair(s)	Handbag(s)
Pocket book(s)	Footstool(s)	Burp (cloth(s))/(towel(s))	Sleep Sack(s)
Messenger bag(s)	Bench(es)	(Crib) sheet(s)	(Infant) Safety Seat(s)
Stroller(s) (interior(s))	(Baby) Sling(s)	(Crib) mattress(es)	
(bedroom) slippers	(Baby) Carrier(s)		
Ottoman(s)	Rocking Chair(s)		

Stains (may include graphic depicting the stain)

Urine	Dirt	Cola	Mustard
Food	Feces/fecal matter	Juice	
Vomit	Tracked-in dirt	Fruit juice	
Sweat	Spaghetti sauce	Red wine	Dust
Blood	Coffee	Ink	Soil
Drool	Mud	Chocolate	
Milk	Wine	Salad dressing	Poop
Insect/rodent droppings	Pet stains	Ketchup	
Baby spittle	(Motor) oil	Soy Sauce	
Diaper stains	Tar (spots)/ (stains)	Tea	Pet oils
Barbecue Sauce	Tomato sauce	Tomato juice	Perspiration
Pet (stains)	Pasta Sauce	Grass	Grape juice
Petroleum jelly	(Finger) paint	Baby oil	(Breast) milk
Markers	Crayons	Jam(s)	(Grape) jelly(ies)
Berry (Berries)	Vegetable(s) (juice(s))		

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

(For home, commercial & industrial use)

DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling. Read and follow all directions and precautions on this product label.

(Lift to view instructions (for use))

(Lift to view directions (for use))

(Peel to view directions (for use))

(Peel to view instructions (for use))

Before using: Test a small, hidden area for colorfastness, if color is affected, do not use. Do not use on wool carpet.

(Do not use on velvet, silk, vinyl or leather upholstery)

(For use with Rug Doctor deep cleaning machines.)

(Suitable for use in (all) (most) (leading) brands of deep cleaning machines)

Cleaning Instructions for carpets & soft surfaces other than carpets

(Instrucciones en español: Rugdoctor.com/SolutionsEsp/)

(Instrucciones en español: Rugdoctor.com/Rent/Solutions/Esp)

(Instrucciones en español: xxxxx.com/xxxx)

Remove (any) (yucky) solids, blot excess liquids. Shake well and spray soiled area thoroughly.

Blot treated area with a white paper towel. Allow the area to dry. Repeat as needed

To sanitize soft surfaces other than carpets

(Remove (any) (yucky) solids, blot excess liquids.) Spray soiled area thoroughly. Let stand for 5 minutes.

Blot treated area with a white paper towel. Allow to air dry. Repeat as needed

To sanitize carpets

(Remove (any) (yucky) solids, blot excess liquids.) Spray until thoroughly damp. Scrub surface with moderate pressure for 30 seconds. Let stand for 1 hour. Gently blot treated area with a white paper towel. Allow the area to dry. Repeat as needed.

Anti- Allergen Treatment for carpets & soft surfaces other than carpets

(Remove (any) (yucky) solids, blot excess liquids.) Spray soiled area thoroughly. Let stand for 5 minutes.

Blot treated area with a white paper towel and to dry. Repeat as needed.

FOR USE ON CARPET

STORAGE AND DISPOSAL

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

Non-refillable container. Store in original container in areas inaccessible to small children. Keep securely closed. Do not reuse or refill this container. Place (container) in trash or offer for recycling if available.

[Manufactured by] [for]

Rug Doctor, LLC.

[For helpful information, questions, or suggestions, please call or email:] –or- [Questions or Comments] (1-800-784-3628) -or- (consumer.support@rugdoctor.com)

[Internet: www.rugdoctor.com]

[Questions?] [Comments?] [Call 1-800-784-3628]

Manufactured (for) (by)

Rug Doctor, LLC., 415C Axminister Dr. Fenton MO 63026

Questions or comments 1-800-784-3628 or customersupport@rugdoctor.com

Optional Label Statements, Marketing Claims, and Pictograms:

*Kills 99.9% of (*Enterobacter aerogenes* (ATCC 13408))(and)(*Staphylococcus aureus*) (ATCC 6538)(Staph)(on carpet). Kills 99.9% of (*Klebsiella pneumoniae* (ATCC 4352)) (and))(Staphylococcus aureus (ATCC 6538)(Staph) (on soft surfaces other than carpet).

**Non-living allergens including: (Pet dander)(and) (Dust mite matter)

(Antibacterial spot (cleaner) (cleanser))

(Eliminate(s) lingering odors from (soft) surfaces (around the home).)

(Revive(s) and (sanitize(s)) (sofas,) (pet beds,) (mattresses) (insert use sites or surfaces) (and more in one step.)

(Kills 99.9% of household (bacteria*) and allergens**)

(Kid and pet friendly formula)

Non-toxic

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

(This ready to use formula eliminates common allergens** and (bacteria*) while lifting stains and eliminating odors from (insert use surfaces) (and more).)

CRI Certified

(Sanitizing Claims)

(Deep) Cleans (&) (+) (Sanitizes)

(Deep) Cleans (&) (+) (Sanitizes) (insert usage site or surface)

(Deep) Cleans (&) (+) (Sanitizes) in 5 minutes on soft surfaces other than carpet

(Deep) Cleans (&) (+) (Sanitizes) in 60 minutes (1 hour) (an hour) (on carpets)

(Deep) Cleans (&) (+) (Sanitizes) in 60 minutes (1hour) (an hour) on Carpets and 5 minutes on all other soft surfaces

5 minutes is all it takes to kill 99.9% of bacteria* on (insert usage site or surface)

Kills 99.9% of bacteria*

Kills 99.9% of (*Staphylococcus aureus* (ATCC 6538)) (Staph) , (*Enterobacter aerogenes* (ATCC 1308)) (Enterobacter), and (*Klebsiella pneumoniae*) (ATCC4352)

Kills 99.9% of bacteria* in 5 minutes on soft surfaces (other than carpet)

Kills 99.9% of bacteria* in 60 minutes (1 hour) (on carpets)

(Sanitizes) (insert usage surface or site) (in 5 minutes on soft surfaces (other than carpet)

(Sanitizes) (insert usage surface or site) in (60 minutes) (1 hour) (on carpets)

(Sanitizes) in only 5 minutes on soft surfaces other than carpet

(Sanitizes) in only 60 minutes (1 hour) (on carpets)

Sanitizes (insert usage sites)

Sanitizes

Sanitizes and eliminates (pet odors) (odors) (allergens**) (and) (everyday dirt) (spots and stains)

(Deep) Cleans and sanitizes, eliminates 99.9% of bacteria*

Cleans as it sanitizes (in one step)

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

Eliminates (99.9%) of (bacteria)*

Removes (the most) (common) allergens**

Eliminates (the most) (common) allergens**

Leaves (insert usage surfaces) clean and sanitizes

Leaves (insert usage surfaces) clean, sanitized, and deodorized

Leaves (insert usage surfaces) sanitized

(Deep) Cleans, sanitizes, refreshes (insert usage site)

(Deep) Cleans, sanitizes, refreshes, (pet messes)

(Deep) Cleans (+) (sanitizes) (+) deodorizes (+) (and) (freshens) in one easy step

2 in 1 (Dual Action) (formula) – (cleans) (sanitizes) (deodorizes) (freshens) (in 1 easy step)

3 in 1 (Triple Action) (formula) – (cleans) (sanitizes) (deodorizes) (freshens) (in 1 easy step)

4 in 1 (All in One) (formula) – (cleans) (sanitizes) (deodorizes) (freshens) (in 1 easy step)

Kills 99.9% of *Klebsiella pneumonia* (ATCC 4352) and *Staphylococcus aureus* (staph) (ATCC 6538) on (insert usage site) in 5 minutes (on soft surfaces other than carpet)

Kills 99.9% of *Enterobacter aerogenes* (ATCC 13048) and *Staphylococcus aureus* (staph) (ATCC 6538) on (insert usage site) in 60 minutes (1 hour) (on carpets)

Destroys 99.9% of bacteria* on (insert usage sites)

Kills 99.9% of bacteria* at the source

Effectively kills 99.9% of bacteria*

Kills 99.9% of bacteria* in 5 minutes on soft surfaces other than carpet

Kills 99.9% of bacteria* in 60 minutes (1 hour) (an hour) on carpets

Kills 99.9% of bacteria* on (insert usage site) (for a deep down clean)

Kills 99.9% of household bacteria* on (insert usage site) (for a deep down clean)

(Kills) (destroys) (eliminates) 99.9% of (*Staphylococcus aureus*) (staph) (ATCC 6538) (and) (*Klebsiella pneumonia*) (ATCC 4352) in 5 minutes on soft surfaces other than carpet

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

(Kills) (destroys) (eliminates) 99.9% of (*Staphylococcus aureus*) (staph)(ATCC 6538)(and) (*Enterobacter aerogenes*) (ATCC 13048)in 60 minutes (1 hour) (an hour) on carpet

(Kills) (destroys) (eliminates) 99.9% of (*Staphylococcus aureus*) (staph) (ATCC 6538) (and) (*Klebsiella pneumonia*) (ATCC 4352) (for spot treatment) (on) (insert usage site)

(Use) To eliminate 99.9% of bacteria* on (insert usage site)

Kills 99.9% of bacteria* in (only) 5 minutes on soft surfaces other than carpet

Kills 99.9% of bacteria* in (only) 60 minutes (1 hour) (an hour) on carpets

Kills 99.9% of bacteria* on (insert usage site) in (only) 5 minutes on soft surfaces other than carpet

Kills 99.9% of bacteria* on (insert usage site) in (only) 60 minutes (1 hour) (an hour) on carpet

Sanitizes (insert usage site)

(Both) Cleans & Sanitizes – better than cleaning alone

Cleans & Sanitizes in 5 minutes on soft surfaces other than carpet

Cleans and Sanitizes in 60 minutes (1 hour) (on carpets)

(X) in 1 (formula) (cleans) (and) (sanitizes) (and) (deodorizes) (and) (eliminates allergens)**

One step clean(s)(er) and sanitize(s)(r)

Neutralizes and reduces the growth of bacteria±

Makes sanitizing easy

Easy (sanitizing)

Fast & easy (sanitizing)

(Antimicrobial) (Antibacterial) (formula) cleans and sanitizes

The easy, effective, and convenient way to sanitize (insert usage site)

Antibacterial (cleaner)

Antimicrobial (cleaner)

Leaves (insert usage site) sanitary

Sanitizes as it cleans

For cleaning and sanitizing (insert usage site)

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

Antibacterial formula cleans and sanitizes in one (1) step

(Deep) Cleans, (Sanitizes), (Deodorizes), (Freshens), (removes Allergens**) in (one) (1) easy step

(Deep) Cleans (+) (sanitizes) (+) (Deodorizes) (+) (Freshens) (+) (Removes Allergens**) (+) (Removes Odors)

Kills 99.9% of bacteria* and eliminates (pet) odors for a cleaner, fresher home

All in one formula (cleans) (and) (sanitizes) (and) (deodorizes) (and) (freshens) (and) (eliminates allergens**)

(2 in 1) {3 in 1} (4 in 1) (5 in 1) formula cleans (and) sanitizes (and) deodorizes (and) freshens (and) eliminates allergens**

One step (cleans) (and) (sanitizes) (and) (deodorizes) (and) (freshens) (and) (eliminates allergens**)

The easy, effective, and convenient way to sanitize (usage site)

Makes sanitizing easy

The quick and easy way to clean and sanitize your (insert usage site)

(Deep) Cleans as it sanitizes

Sanitizes as it cleans

Cleans as it sanitizes

Removes and sanitizes (pet) stains (such as) (urine) (fecal matter) (feces) (and) (vomit)

(Pet) Stain and odor remover and sanitizer

Convenient to use (-cleans and sanitizes)

Sanitizes and refreshes

Improves cleaning performance to also sanitize

(Deep) Cleans plus sanitization

Penetrates (deep down) to (thoroughly) clean and sanitize

Penetrates (deep down) to thoroughly remove (stains), (bacteria*), (and) (odors)

Thoroughly cleans and sanitizes deep within carpet fibers, eliminating stains, bacteria*, and allergens**

Go beyond surface cleaning

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

Goes beyond surface cleaning

Go beyond surface cleaning – unique penetrating action thoroughly cleans and sanitizes deep into the carpet fibers

Deep cleaning formula that provides cleaning and sanitization (at the same time)

(Deep) Cleans, Sanitizes and Reconditions (in one easy step)

Destroys tough odors and bacteria*

Unique penetrating action goes deep within carpet fibers to thoroughly clean and sanitize – eliminating dirt, stains, odors, bacteria, and allergens**.

(Removes) (Eliminates) bacteria*

(Sanitization) (Sanitizing) (Antibacterial) (Antimicrobial) Treatment

Stain & odor (remover) (eliminator) that sanitizes as it cleans

Sanitizes as it cleans

Penetrates to sanitize(s) and (clean) (loosen(s)) (tough) stains (including (spaghetti sauce) (coffee) (mud) (wine) (pet stains) (cola) (tea) (food grease))

Penetrates, sanitizes and loosen (tough) stains

Spot removal (Clean) (+) (&) Sanitize for a more (effective) clean

Spot removal (clean) (+) (&) Sanitize for a higher level of clean(ing)

Take (more) control of your cleaning (with sanitization) (insert product name)

Penetrates to (clean) (and) (loosen) (tough) stains (and sanitizes)

(Removes) (kills) (sanitizes) (bacteria*) on soft surfaces (insert surfaces)

Cleans and sanitizes (pet) (baby) messes

Cleans and sanitizes food spills

A (gentle) (mild) way to (clean)(and) (sanitize)

Sanitize after exposure to (urine), (food), (vomit), (sweat), (blood), (drool), (insect/rodent droppings), (feces), (fecal matter)

Antimicrobial treatment (for) (insert usage site) (insert usage surface)

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

Antibacterial treatment (for) (insert usage site) (insert usage surface)

(Cleaning) (and) (Sanitizing) for the spots you can't see

(Antibacterial) (Antimicrobial) carpet (treatment) (sanitizer)

(Antibacterial) (Antimicrobial) Cleaner

Sanitizer and Cleaner

One step cleaner and sanitizer for carpets (rugs) (fabrics)(&) (textiles)

Cleans and sanitizes carpet (&) (rugs) (fabrics) (textiles) (in one step)

Cleans as it (sanitizes)

Clean, (sanitize), ((and) protect) (and deodorize) your carpet

Deep cleans and (sanitizes) all soft surfaces

Effectively kills 99.9% of harmful bacteria*

Suitable for carpets, bedding, mattresses, and other soft surface (define list)

Effectively helps control symptoms/causes of (indoor) asthma**.

Proven to remove allergens**

Removes most common allergens**

Removes allergens** including dust mites and pet dander

((Pet) Stain), (Odor) remover (and sanitizer) (spray)

(All in one) (4 in 1) formula (cleans), (sanitizes), (and) (deodorizes), (and) (protects), (and) (refreshes) (freshens)

(All in one) (4 in 1) formula (cleans) (sanitizes), (and) (deodorizes), (and) (protects), (and) (refreshes) (freshens), (and) (eliminates allergens** on) (insert use sites and surfaces)

(All in one) (4 in 1) formula (cleans) (sanitizes), (and) (deodorizes), (and) (protects), (and) (refreshes) (freshens) in one (easy) step

(All in one) (4 in 1) formula (cleans) (sanitizes), (and) (deodorizes), (and) (protects), (and) (refreshes) (freshens), (and) (eliminates allergens**)

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

(All in one) (4 in 1) formula (cleans) (sanitizes), (and) (deodorizes), (and) (protects), (and) (refreshes) (freshens, (and) (eliminates allergens**)) in one (easy) step

(Anti-bac (terial)) (Anti-microbial) formula cleans and sanitizes (in one step)

(Anti-bac (terial)) (Anti-microbial) solution cleans and (sanitizes) (in one step)

(Clean(s)) (Cleanse) and (sanitize) (sanitizes) in one step

(Cleans) (Cleanses) as it kills (bacteria*) and (sanitizes)

(Cleans) (Cleanses) as it sanitizes

(Thoroughly) (Deep) Clean(s) and (sanitize (es)) (eliminates) (kills) 99.9% of bacteria

(Thoroughly) (Deep) Clean(s) and sanitize(s)

(Thoroughly) (Deep) Clean(s) and sanitize(s) (insert usage sites and surfaces) (and more)

(Thoroughly) (Deep) Clean(s) and sanitize(s) soft surfaces

(Thoroughly) (Deep) Clean(s), sanitize(s) (and) refresh (es) (insert use sites and surfaces)

(Thoroughly) (Deep) Clean(s), sanitize(s) (and) refresh (es) (soft) (and) (household) surfaces

(Thoroughly) (Deep) Clean(s), sanitize(s) (and) refresh (es) pet messes

(Thoroughly) (Deep) Clean(s), (and) sanitize(s) (and) refresh (es) in one (easy) step

(Thoroughly) (Deep) Clean(s), sanitize(s) (and) deodorize(s)

(Thoroughly) (Deep) Cleans, (and) (sanitizes), (and) (deodorizes), (and) (freshens), (and) (removes allergens**)

(Thoroughly) (Deep) Cleans, (and) (sanitizes), (and) (deodorizes), (and) (freshens), (and) (removes allergens**) in one step

Thoroughly) (Deep) Cleans, (and) (sanitizes), (and) (deodorizes), (and) (freshens), (and) (removes allergens**), (and) (odor(s))

(Thoroughly) (Deep) Cleans, (and) (sanitizes), (and) (deodorizes), (and) (freshens), (and) (removes allergens**), (and) (odor(s)) in one step

(Thoroughly) (Deep) Cleans, (Sanitizes) and (Reconditions) (Renews) (Revives) (carpets) (upholstery) (fabric) (in on easy step)

(Thoroughly) (Deep) Cleans, (sanitizes) and deodorizes (insert usage sites and surfaces) (and more)

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

(Thoroughly) (Deep)Clean(s) (and) (Sanitize (es)) (carpets) (carpeted areas) (carpeted surfaces) (carpet fibers) in (60 minutes) (1 hour)

(Thoroughly) (Destroys) (Eliminates) tough odors and (bacteria*)

(Dual Action) (2 in 1) formula (cleans) (sanitizes), (and) (deodorizes), (and) (protects), (and) (refreshes) (freshens)

(Dual Action) (2 in 1) formula (cleans) (sanitizes), (and) (deodorizes), (and) (protects), (and) (refreshes) (freshens), (and) (eliminates allergens** on) (insert use sites and surfaces) (and more)

(Dual Action) (2 in 1) formula (cleans) (sanitizes), (and) (deodorizes), (and) (protects), (and) (refreshes) (freshens), (and) (eliminates allergens** on) in one (easy) step

(Easily) (Clean(s))(And) (Sanitize(s)) (In one easy step)

(Kill(s)) (Eliminate(s)) (Destroy(s)) (Remove(s)) 99.9% of (bacteria*) at the source

(Kill(s)) (Eliminate(s)) (Destroy(s)) 99.9% of bacteria* on (insert usage sites or surfaces) (and more)

(Kill(s)) (Eliminate(s)) (Remove(s)) (Neutralize(s)) (Wipe out(s)) (Terminate(s)) bacteria*and (remove(s)) (eliminate(s)) (neutralize(s)) (lift(s)) (and) odors (and) stains

(Kill(s)) (Eliminate(s)) (Remove(s)) (Neutralize(s)) (Wipe(s) out) (Terminate(s)) bacteria* and (remove(s)) (eliminate(s)) (neutralize(s)) (lift(s)) (and) odors (and) stains from (insert usage sites or surfaces)

(Kill(s)) (Eliminate(s)) (Remove(s))(Neutralize(s)) (Wipe out(s)) (Terminate(s)) (Stamp out(s)) (Knock(s) out) 99.9% of (bacteria*)

(Kill) (Eliminate) (Remove) (Neutralize) (Wipe out) (Terminate) bacteria* (and sanitize) (insert usage sites or surfaces)

(Kill) (Eliminate) (Remove) (Neutralize) (Wipe out) (Terminate) on (insert usage sites or surfaces)

(Kill) (Eliminate) (Remove) (Neutralize) (Wipe out) (Terminate) bacteria*

(Kill) (Eliminate) (Remove) (Neutralize) (Wipe out) (Terminate) bacteria (and) odors (and) stains

(Kill) (Eliminate) (Remove) (Neutralize) (Wipe out) (Terminate) bacteria* (and) odors (and) stains from (soft surfaces) (upholstered surfaces) (soft surfaces around the (house) (home)) (insert use sites or surfaces)

(Kill) (Eliminate) (Remove) (Neutralize) (Wipe out) (Terminate) bacteria* (and) odors (and) stains from (insert use sites or surfaces) around the (house) (home)

(Kill) (Eliminate) (Remove) (Neutralize) (Wipe out) (Terminate) bacteria *(around the home) (around the house)

(Note to Reviewer: {parenthetical text} and [bracketed text] is optional; {text in braces} is informational.)

(Kill) (Eliminate) (Remove) (Neutralize) (Wipe out) (Terminate) (and) odors (and) stains

(Kill) (Eliminate) (Remove)(Neutralize) (Wipe out) (Terminate) (Stamp out) (Knock out) 99.9% of (bacteria*) on/from (Insert usage sites or surfaces)

(Kills) (Eliminates) (Controls) odor causing bacteria on (insert use sites or surfaces) around the home

(Kills) (Eliminates) (Destroys) 99.9% of (Staphylococcus aureus) (ATCC 6538)) (Staph), (and) (Enterobacter aerogens) (ATCC1308), (Enterobacter), and/or (Klebsiella pneumoniae) (ATCC4352)

(Kills) (Eliminates) (Destroys) (Removes) 99.9% of (bacteria*) and (removes) (eliminates) odors for a cleaner, (and) (fresher) home

(Kills) (Eliminates) (Destroys) (Removes) 99.9% of (bacteria*) and (removes) (eliminates) pet odors for a cleaner, (and) (fresher) home

(Kills) (Eliminates) (Removes)(Neutralizes) (Wipes out) (Terminates) (Stamps out) (Knocks out) 99.9% of (bacteria*) from (insert usage sites or surfaces)

(Kills)(Eliminates) (Controls) odor causing bacteria (around the home)

(Odor) (And) ((Pet) stain remover (and sanitizer)

(Pet) Stain, and/or (odor) remover

(Removes) (Eliminates) (Kills) bacteria*

(Removes) (Eliminates) (Lifts) and sanitizes (pet) stains from (pee) (urine), (and) (poop) (fecal matter), (and) (puke) (vomit), (and) (blood)

(Sanitization) (Sanitizing) (Antibacterial) (Antimicrobial) treatment

(Thoroughly) ((cleans) (cleanses)) and sanitizes (carpet) fibers to ((remove) (eliminate)) (stains), (and) (bacteria*) (and) (allergens**), and/or (odors)

(Triple Action) (3 in 1) formula (cleans) (sanitizes), (and) (deodorizes), (and) (protects), (and) (refreshes) (freshens)

(Triple Action) (3 in 1) formula (cleans), (sanitizes), (deodorizes), (protects), (refreshes) (freshens) in one step

(Triple Action) (3 in 1) formula (cleans) (sanitizes,) (deodorizes,) (protects,) (refreshes,) (freshens), (eliminates allergens**) on (insert use sites or surfaces) (and more) (in one (easy) step)

(Triple Action) (3 in 1) formula (cleans) (sanitizes,) (deodorizes), (protects), (refreshes) (freshens), (eliminates allergens**) (on) (from) (insert usage sites and surfaces)

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

(Unique) Penetrating (action) (formula) cleans and sanitizes (deep into) (carpet) (upholstery) (fabric) fibers (in one easy step)

(Unique) Penetrating (action) (formula) (cleans) (sanitizes) carpet(s) (fibers), eliminating dirt, (and) (stains), (and) (odors), (and) (bacteria*), (and) (allergens**)

(Unique) Penetrating (action) (formula) cleans (and) (sanitizes) carpet(s) (fibers) - eliminating dirt, (and) stains, (and) odors, (and) allergens**

(Use) To (Eliminate) (Kill) (Destroy) (Remove) 99.9% of (bacteria)

(Use) To (Eliminate) (Kill) (Destroy) (Remove) 99.9% of (bacteria) on (insert use sites or surfaces) (and more)

99.9% sanitization (of bacteria)

Antibacterial (spot) spray (cleaner)

Antibacterial spot (spray) cleaner

Clean(s), (sanitize(s)) and deodorize(s) your (insert use sites or surfaces)

Clean(s), (sanitize(s)) and deodorize(s) your carpet

(Cleans)(Cleanses) (And) (Sanitizes) (Insert use sites or surfaces)

Cleans as it (sanitizes) (in one step)

Deep (cleans) (cleanses) (and) (sanitizes) (insert use sites and surfaces) (and more)

(Sanitizing) (Antibacterial) (Multi-purpose) (Multi-surface) cleaner

Easy (sanitizing)

Effectively helps control (symptoms) (causes) of (indoor) allergies**

Effectively helps control (symptoms) (causes) of (indoor) asthma**

Effectively kills 99.9% of (harmful) ((bacteria*))

Eliminates pet odors caused by bacteria

Ideal for use on soft surfaces in gyms ((and) health clubs)

Ideal for use in/on (soft surfaces in) (insert use sites or surfaces)

Perfect for (sanitizing) (insert use sites or surfaces)

(Note to Reviewer: {parenthetical text} and [bracketed text] is optional; {text in braces} is informational.)

Kill(s) {household} bacteria* and sanitize(s) {insert usage sites or surfaces}

Leave(s) {insert usage sites or surfaces} clean (and) sanitized

Leaves {insert use sites or surfaces} clean, (and) {sanitized} (and deodorized)

Makes {sanitizing} easy

Neutralizes and reduces the growth of {bacteria*}

One step {(deep) cleans} {(deep) cleanses}, (and) {sanitizes}, (and) {deodorizes}, (and) {freshens}, (and) {eliminates allergens**}

One step {cleaning} {cleansing} {clean} {cleanser} and {sanitizing} {sanitizer} {sanitize}

One step cleaner and sanitizer for carpets, (and) {rugs,} (and) {fabrics,} (and) {textiles,} {upholstery}

One step cleaner (and sanitizer) for {insert use sites or surfaces}

Patented odor neutralizing technology

Penetrates {deep down} to {thoroughly} clean (and) {sanitize}

Penetrates {deep down} to {thoroughly} remove {stains}, (and) {bacteria*}, (and) {allergens**}, (and) {odors}

Proven to remove allergens**

Remove(s) {the most} common allergens**

Removes {common} allergens**

Removes allergens** including pollen, dust mites, and pet dander

Sanitize(s)

Sanitize(s) {insert usage sites or surfaces}

{Sanitize(s)} and {(eliminate(s) {remove(s)})} {pet odors} {odors} (and) {allergens**}

{Sanitizer} and cleaner

{Sanitize(s)} and clean(s)

{Sanitizes} as it {cleans} {cleanses}

Powerful clean(ing) with {sanitization}

{Sanitizes} as it cleans

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

Stain & odor (remover) (eliminator) that (sanitizes) as it cleans

Suitable for (insert use sites or surfaces) (and more)

The (easy,) (and) (effective), (and) (convenient) way to sanitize (insert use sites or surfaces) (around the home) (and more)

Tough on (bacteria*)

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

(Cleaning Claims)

Fast & effective (pet) cleaning

For a cleaner, fresher household

Effectively (removes) (eliminates) tough (dirt) (stains) (spots) (and) (grime)

Better than ever cleaning (and sanitizing) (for your) (insert usage site)

Effective cleaning of tough (pet) spots and stains

(Permanently) (removes) (eliminates) deep down dirt and (set in) stains

(Permanently) (removes) (eliminates) tough (pet) stains and odors (on) (insert usage site)

Spot treatment for (pet stains and odors) (insert usage site)

Cleans tough (pet spots) (spots) (and) (pet stains) (stains)

(Removes) (Eliminates) (tough) (dirt) (and) (stains) (pet stains)

Removes dirt, dust, and common allergens** from (insert usage site)

(Permanently) (removes) (eliminates) tough stains like (red wine), (food stains), (fruit juice), (pet messes), (mud/dirt), (ink), (chocolate), (coffee/tea), (cola), (blood), (grease), (motor oil)

(Permanently) removes tough pet stains like (urine), (feces), (vomit), (tracked-in dirt), and (blood)

Removes deep down (dirt), (pet stains), (stains), (&), (pet odors), (odors),

(Permanently) Eliminates tough pet stains like (urine), (feces), (vomit), (tracked-in dirt), and (blood)

Eliminates deep down (dirt), (pet stains), (stains), (&), (pet odors), (odors)

Deep down clean(ing)

For a deep (down) clean

Powerful cleaning ability

Cleans (insert usage site)

Cleans everyday (pet) messes

(Removes) (Eliminates) (pet spots) (spots) (and) (stains) without hard scrubbing

No (hard) scrubbing required

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

(Foam) (Bubbles) work(s) hard on (tough) (dirt) (spots) (and) (stains)

(Foaming action) works hard to (remove) (eliminate) (tough) (dirt) (spots) (and) (stains)

Penetrates to (remove) (eliminate) (deep down) (tough) (dirt) (pet stains) (stains) (and) (Pet odors) (odors)

Penetrates for a (complete) (deep) clean

Specially designed to penetrate (deep down) (tough) (dirt) (pet stains) (stains) (and) (pet odors) (odors)

Leaves (insert usage surfaces) (clean and fresh)

Best (Rug Doctor) formula for cleaning (usage site)

Removes tough dirt and grime

Unbeatable cleaning

Fast and effective cleaning

(removes) (eliminates) tough odors and soils

Cleans the toughest (stains) (and) (soils)

Cleans tough (stains) (and) (soils)

Powerful (penetrating) clean

Deep down cleaning

For a thorough, deep down clean

For a deep clean

Cleans beyond the surface

Enhanced cleaning performance

Improve(s)(d) cleaning performance (with sanitization)

Boosts (deep cleaning performance)

Boosts (deep) cleaning

Improve(s) (d) (deep) cleaning performance

Makes deep cleaning more effective

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

1st step in spot & deep cleaning

Removes tough stains

Cleans and deodorizes (in one step)

Removes (insert stains)

Advanced spot (and stain) cleaning

Cleans all soft surfaces in your home

Eliminates tough stains and odors

(Antimicrobial)/ (Antibacterial) (carpet)/ (soft surface)/ (upholstered surface) (cleaner)/ (cleanser)/ (sanitizer)

((Removes)/ (Eliminates) (pet) odors and stains without (hard) scrubbing

((Removes) (Eliminates)) (insert stains) stains (and odors) without (hard) scrubbing

((Removes) (Eliminates)) (tough) dirt and (pet)/ (insert stains) stains (and odors)

(Antimicrobial)/ (Antibacterial) (Cleaner)/ (Cleanser)

(Antimicrobial)/ (Antibacterial) (Cleaner)/ (Cleanser) for (insert use sites or surfaces) (and more)

(Antimicrobial)/ (Antibacterial) (Sanitizer)

(Antimicrobial)/ (Antibacterial) (Sanitizer) (for insert use sites or surfaces) (and more)

(Antimicrobial) (Antibacterial) treatment for (insert use site or surface) (and more)

(Cleaning) (Cleans) (Cleanses) (and) (Sanitizing)/ (Sanitizes) the spots you can't see

(Deep)Cleaning plus (sanitization)

(Permanently) ((removes)/ (eliminates)/ (lifts)) tough stains (and odors) from (insert stains) (and more)

(Permanently) ((removes) (eliminates) (lifts)) tough stains from (insert stains) (and more)

(Permanently) ((removes) (eliminates)) deep down dirt and (set in) (insert stains) stains ((on) (from)) (insert use sites or surfaces) (and more)

(Permanently) ((removes) (eliminates)) tough (pet) stains and odors (on) (from)) (insert use sites or surfaces) (and more)

(Sanitizes) (and) Removes deep down (dirt), (pet stains) and (pet) odors

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

(Sanitizes) (and) Removes deep down (dirt), (insert stains) and (pet) (stubborn) odors

Cleans (and sanitizes) without harming (insert use sites or surfaces)

Cleans (and sanitizes) without harsh fumes

A (gentle) (mild) way to (clean) (and) (sanitize) (insert use sites or surfaces)

Cleans (insert use sites or surfaces)

Cleans (tough) ((pet) (stains)) (-and/or (pet) (spots))

Cleans (tough) (insert stains) stains from (use sites or surfaces)

Cleans -and/or sanitizes (pet) -and/or (baby) messes

Cleans everyday (pet) (baby) (kid) (auto) messes

Convenient to use

Deep (down) clean(ing)

Effective cleaning of tough (pet) odors and stains

Effectively (removes) (eliminates) (lifts) tough (dirt) (stains) (spots) (odor) (-and/or (grime))

Eliminates deep down (dirt), (pet stains) and (pet) odors

Eliminates deep down (dirt), (insert stains) and (pet) odors

Fast and effective (pet) (cleaning) (sanitization)

For a (cleaner) (and) (fresher) (sanitized) household

For sanitization and) (a) deep (down) clean(ing)

Improves cleaning performance while it (sanitizes)

No (hard) scrubbing required

Non-toxic (formula) (cleaner) (spray) (solution)

Penetrates to (sanitize) ((clean) -and/or (loosen)) (tough) stains (from (insert stains))

Penetrates to (sanitize) -and/or ((clean) (loosen)) tough stains (including (insert stains))

Penetrates, -and/or (sanitizes),-and/or cleans, -and/or loosens (tough) stains (including (insert stains))

Penetrates, (sanitizes) and loosens (tough) stains

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

Powerful cleaning (ability)

Powerful (stain removal) (cleaning) (and sanitization) that won't harm (insert use sites or surfaces)

Powerful (stain removal) (cleaning) and (sanitization) (of insert use sites or surfaces)

(Sanitize) after exposure to (insert stains)

(Sanitizes) and (permanently) ((removes) (eliminates) (lifts)) tough (pet) stains from (insert stains)

(Sanitizes) and refreshes

Spot treatment for ((pet) (stains)) (-and/or (odors))

Spot treatment for (odors) and (insert stains) stains

Scrub-free formula (sanitizes) (and) (removes) (eliminates) (pet) stains (in one step)

(Permanently Removes (insert stain(s)) from (insert use sites or surfaces) in one step

(Sanitizes) and eliminates odors and (insert stain(s) stains from (insert use sites or surfaces) with the pull of a trigger

(Sanitizes) and eliminates odors and (insert stain(s) stains from (insert use sites or surfaces) in one step

Keep(s) shared (family) spaces clean (and sanitized)

Keep(s) shared (family) spaces like (insert use sites or surfaces) clean (and sanitized)

Ideal for use on (most) soft surfaces

Keep your (car) (ride) (insert use site or surface) fresh (and upholstery sanitized).

Cleans and deodorizes all your vehicle's soft surfaces (just as efficiently as it does your carpet)

(Gently) (remove(es)) (eliminate(s)) (lift(s)) (insert stain(s)) (stains)(from) (insert use sites/ surfaces) while killing 99.9% of (bacteria) (without harming baby)

(Gently) (remove(es)) (eliminate(s)) (lift(s)) stains from (baby's) (kids') (pet's) (insert use sites/ surfaces)

(Gently) (remove(es)) (eliminate(s)) (lift(s)) (insert stains) (from) (insert use sites/ surfaces) while killing 99.9% of (bacteria) (without harming baby)

(Kills) (remove(es)) (eliminate(es)) 99.9% of (bacteria*) (and) (allergens**) from (insert use sites/ surfaces) without harming baby

Cleans and sanitizes without harsh fumes

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

Ideal for use in/on (insert use sites or surfaces)

(Patented) odor neutralizing technology (safely) (remove(s)) (eliminate(s)) (lifts) odors and stains (while it sanitizes) (soft surfaces)

(Patented) odor neutralizing technology (safely) (remove(s)) (eliminate(s)) (lifts) odors and stains from (soft surfaces)

Scientifically engineered to (remove) (lift) (eliminate) stains and sanitize (without harming baby)

Powerful (but gentle) cleaning (action) with no harsh fumes

Powerful (but gentle) cleaning (action) (with fragrance inspired by nature)

(Gently) (remove(es)) (eliminate(s)) (lift(s)) (insert stain(s))stains (from) (insert use sites/ surfaces) while killing 99.9% of (bacteria) (without harming (pets) (cats) (dogs))

(Gently) (remove(es)) (eliminate(s)) (lift(s)) stains from (insert use sites/ surfaces)

(Gently) (remove(es)) (eliminate(s)) (lift(s)) (insert stains) (from) (insert use sites/ surfaces) while killing 99.9% of (bacteria) (without harming (pets) (dogs) (cats))(fur babies)

(Kills) (remove(s)) (eliminate(s)) 99.9% of (bacteria*) (and) (allergens**) from (insert use sites/ surfaces) without harming (dogs) (cats) (pets) (fur babies)

Cleans and sanitizes without harsh (fumes) (chemicals)

Ideal for use in/on (insert use sites or surfaces)

(Patented) odor neutralizing technology (remove(s)) (eliminate(s)) (lifts) odors and stains (while it sanitizes) (soft surfaces which come into contact with (your) (dog(s) (cat(s) (pet(s))

(Patented) odor neutralizing technology (remove(s)) (eliminate(s)) (lifts) odors and stains from (soft surfaces which come into contact with (your) (dog(s)) (cat(s)) (pet(s))

(Naturally inspired) (Gentle) Cleaning power (and sanitization) unleashed.

Spray. Clean. Forgive.

(Eliminate(s)) (remove(s)) odors and stains while discouraging marking

Perfect for accidents on (insert use sites or surfaces) (and other soft surfaces)

(Clean(s)), (sanitize(s)), and (extend(s))(protect(s)) the life of your (car) (truck) (auto) interior

3-in 1 (one) formula ((Clean(s)), (sanitize(s)), and (extend(s))(protect(s)) the life of your (car) (truck) (auto) interior

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

4-in 1 (one) formula Cleans, sanitizes, protects and extends the life of your (car) (truck) (auto) (interior)

(Great) (Ideal) (Perfect) for (road trip) spills (and messes) (and stains) (from (insert stains))

(Removes) (Eliminates) (Lifts) stains and odors from (your) (car's) upholstery

(Removes) (Eliminates) (Lifts) stains and odors from (road trip) (carpool) (accidents) (spills)

(Removes) (Eliminates) (Lifts) food stains and odors from (cars) (trucks) (vehicles) (while it (sanitizes))

(Removes) (Eliminates) (Lifts) stains and odors from (cars) (trucks) (vehicles) (while it (sanitizes))

For (home), (commercial) (and industrial) use

(Effective) (Complete) cleaning (and sanitization),(at an) (affordable price)

Cleans while (killing) (eliminating) (removing) bacteria* (and allergens**)

Formulated to break the bonds of embedded dirt and grease in high-traffic areas and heavily soiled (carpets) (insert use sites or surfaces).

Formulated to (kill) (sanitize) (eliminate) (remove) allergens and bacteria from (soft household surfaces) (insert use sites or surfaces)

Odor neutralizing technology eliminates lingering odors at the source.

Scientifically engineered to (clean) (protect) (deodorize) and eliminate (allergens**) ((and)(bacteria*))

Permanently (removes) (eliminates) (lifts) stains and odors for a longer lasting clean

(Removes) (eliminates) (lifts) stains and odors while reducing common (allergens*) and (dust mite matter*)

(Foaming) technology removes odors and stains from pet accidents

Our scientifically engineered formula unleashes (oxygen cleaning boosters) (oxy power) to eliminate odors and stains from (insert use sites, surfaces)

Foaming power scientifically engineered to lift stains from (insert use sites or surfaces) (and)(soft surfaces) without sticky residue

Non-toxic, deodorizing, professional quality antibacterial spray (with spot-bloc technology)

Scientifically engineered to give (insert use sites or surfaces) a lasting (professional quality) clean.

Eliminate(s) tough household stains (and bacteria) from everyday living without harming (insert use sites or surfaces)

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

Eliminate "yuck". Remove (insert stains) from (soft surfaces (like)) (insert use sites and surfaces)

(Eliminate) (Remove) (Terminate) ("yuck") ("ew") (gross)

(Lift) (Eliminate) (Remove) (insert stains) (stains) from (soft surfaces(like)) (insert use sites and surfaces)

Erase stains from everyday living with ease.

Revive your soft surfaces by (eliminating) (removing) (tough) stains like (insert stains)(and more.)

Keeps (insert usage site or surfaces) (soft and) smelling fresh.

Suitable in all brands of deep cleaning machines

Erase odors from (insert stains) (stains) with (oxy-powered) (oxygen powered) cleaning action.

Powerful cleaning inspired by nature

Tough on stains but won't harm (soft surfaces) (insert use sites or surfaces)

Tough on bacteria* but won't harm (insert use sites or surfaces)

Cleaning power harvested from nature

(Oxygen powered) (Oxy-powered) performance (lifts) (removes) (eliminates) stains while it (kills (99.9% of) bacteria*) (kills bacteria*) (Sanitizes) and eliminates allergens**

Powerful cleaning (action), gentle on (insert use sites and surfaces)

(Deodorizing claims)

Kills 99.9% of odor causing bacteria

Reduces and controls (odor-causing) bacteria*

Kill odor-causing bacteria and deodorize for cleaner, longer lasting carpet

Effective as a sanitizing agent against (odor causing) bacteria*

Doesn't just mask (pet) odors

Eliminates (pet) odors (,) doesn't just mask (them)

(Permanently) Eliminates (pet) odors

Freshens the home

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

Freshens soft surfaces around the home

Freshens (insert usage site or surface)

Refreshes (insert usage site or surface)

Fresh & Clean

Deodorizes

Freshens

Deodorizes & freshens

Lifts (pet) odors and freshens

Eliminates the toughest (pet) (food) odors at the source

Eliminates odors (and stains from (insert stains))

Eliminates odors (including) (kitchen) (pet) (and) (smoke)

Freshens (insert usage surface)

Refreshes (insert usage surface)

Leaves (insert usage site) (insert usage surface) deodorized

Full day freshness

For ultimate freshness

Leaves (insert usage site) (insert usage surface) smelling (refreshed) (fresh) (clean)

Long lasting freshness

Eliminates odors at the source

Reduces odor causing bacteria (on)(in) (insert usage site) (insert usage surface)

Leaves your (insert usage site)(insert usage surface) free of (pet) odors

Keeps your (insert usage site) (insert usage surface) smelling fresh

Penetrates (deep inside) (insert usage site) (insert usage surface) to eliminate (pet) odors at their source

Neutralizes (pet) odors

Neutralizes (pet) odors in (insert usage site) (insert usage surface)

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

Neutralizes, reduces, and controls the growth of odor causing bacteria

(Kills) (Eliminates) (Destroys) odor causing bacteria

(Effectively) (Effective in killing) (kills) odor causing bacteria

Eliminates (pet) odors and (kills) (removes) (gets rid of) the bacteria that cause them

Kills odor causing bacteria on (insert usage site) (insert usage surface)

(Eliminates) (removes) (the toughest) (tough) odors caused by bacteria on (insert usage site) (insert usage surface)

Eliminates (tough odor) (tough odors) (bacterial odor) (bacterial odors) (pet odors) on (insert usage site) (insert usage surface)

(Antimicrobial) (Antibacterial) (action) kills odor causing bacteria

Prevents (buildup of) odors by killing odor causing bacteria on (insert usage site) (insert usage surface)

Kills odor causing household bacteria

Kills (odor causing) bacteria leaving (insert usage site) (insert usage surface) smelling fresh)

Removes tough (pet) odors and soils

Freshens while killing odor causing bacteria

Leaves (rooms) (home(s)) smelling fresh and clean

(Insert usage site) (Insert usage surface) (Pet) Spot and Stain Deodorizer

(Insert usage site) (Insert usage surface) (Pet) Deodorizer

(Insert usage site) (Insert usage surface) (Pet) Odor Neutralizer

(Insert usage site) (Insert usage surface) (Pet) Odor Eliminator

(Insert usage site) (Insert usage surface) (Pet) Refresher

Removes odors while cleaning

Eliminates tough stains and odors

Cleans, deodorizes and protects (soft surfaces) (insert use site or surface)

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

(General Usage Claims)

Get a true clean (with) (this product)

Okay (suitable) to use daily

(Okay) (Suitable) for daily use

(Okay) (Suitable) for weekly use

(Okay) (Suitable) for monthly use

(Okay) (Suitable) for regular use

(Okay) (Suitable) for everyday use

(Okay (Suitable) for frequent use

Good for (everyday) touch ups (for your) (tough) (dirt) (and) (stains) (pet stains)

Use daily (in) (on) the (insert usage area) your (family) (and) (pets) touch (the most) often

Use on (soft) surfaces that you and your family come in contact with everyday

Suitable for use on (insert usage site)

Great for use in any room of the house

Use throughout your house

Contains no heavy metals, optical brighteners, or dyes

Bottle contains minimum of X% post-consumer recycled plastic

Dye Free (formula) (technology)

No harsh odor

Suitable for (your) soft surfaces

Compatible with (your) soft surfaces

(Easy) (Gentle) (Mild) on your soft surfaces

Suitable for use on carpets (including nylon & stain resistant carpets)

(Effective) (Works) on carpets

Compatible (with) (on) carpets (including nylon, polyester, & stain resistant carpets)

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

Leaves carpet (clean) (sanitized) for children and pets (when used as directed)

For everyday use

Leaves no (sticky) residue

No (sticky) residue

No Chemical residue

No-Rinse formula

Effective clean you can trust

(Carefully) (Consciously) designed (for home use)

(Ingredients) designed for home use

(Designed) (Developed) for home use

Carefully designed

This product is approved for use on (insert usage site)

Compatible with (insert usage sites)

Use on (insert usage sites) as a spot treatment

Suitable for use on (insert usage site)

Trusted heritage of hydrogen peroxide

Effective cleaning of your carpet

Great cleaning for your carpet

Great cleaning on your carpet

(Great for) (Effective on) (insert usage site)

Proven to work without (fading) (discoloring) (damaging) (insert usage site(s))

Powerful everyday cleaner that remove many spots and stains (including (spaghetti sauce) (coffee) (mud) (wine) (pet stains) (cola) (tea) (food grease))

Color safe (will not) (won't) (harm fabrics)

For use on (insert usage surfaces)

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

(For) use (before), (after) or (in between) (deep) cleanings

Tough on dirt, easy on you

Gentle

Kind

Non-harsh

No (chlorine) bleach

Bleach (free) (alternative)

No harsh chemicals

No (harsh) (strong) (fumes) (chemicals) (residue) (residues)

No worries

A (gentle) (mild) way to (clean,) (and) (sanitize,) (and) (deodorize,) (and) protect)

(Gentle on) (Won't harm) surfaces

(Contains no) (Does not contain) (Bleach), (added dyes), (added colors), (perfumes), (VOCs), (ammonia), (phosphates)

Non-corrosive

Eliminates odor causing bacteria*

Great for cleaning up (pet) (baby) (child) (children) (and) (people) messes

Can be used on (insert surfaces) (insert sites)

Color safe, won't harm fabrics

Clean all your worries away

No (fragrance) (perfumes) (dyes)

(Fragrance) (Perfume) free

Dye Free

Improved cleaning for the spots you can't see

Formulated for use on stain resistant carpet

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

No Ammonia

Brightens

Cleans away allergens** and odor

Fragrance Free

Hypoallergenic

Keep clean between deep cleaning(s)

No Bleach

No harsh chemical smells

No harsh fumes

No optical brighteners

No phosphates

No rinsing

No VOCs

Non Toxic

Nontoxic formula inspired by nature

Odorless

Purest home clean

(Sanitize) between deep cleaning(s)

(Sanitize) without (harsh) (chemical) smells

Tough on bacteria* easy on fabrics

Won't harm (insert use surfaces)

CRI Certified

Spot clean (and sanitize) year round

Keep it clean between deep cleanings.

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

(Easy to use claims)

Advanced (formula) (for) (insert usage sites or surfaces)

Dries in (X) minutes

Dries fast on soft surfaces other than carpet

Fast drying on soft surfaces other than carpet

Gentle mist dries in minutes on soft surfaces other than carpet

Can be used anytime

Dual (action) (purpose)

Works on (most) (insert usage sites or surface)

Everyday formula

(Suitable) For everyday use

Multi-Purpose (solution) (formula)

Dual (Triple) Action

Multi-use

(Perfect) for everyday (use) (cleaning) (sanitization)

Spray on (insert usage site) your family comes in contact with daily

Treat (pet) stains, (pet) odors, and allergens**

Treats allergens** and odors from (insert stains) (stains)

Takes care of (insert usage sites) (pet) stains and odors

Fast, easy, and effective cleaning

Easy to use

Leaves no residue

No sticky residue

Suitable for use around the (home) (house)

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

Makes (pet) (cleaning) (sanitization) easier

No rinsing required

No rinse formula

Convenient to use (-cleans and sanitizes)

Ready to use

Simple application

Quick (and Easy)

Keep your home clean

Great for (insert usage sites)

It (foams) (and) (bubbles) so you know it's working

(2 in 1) (3 in 1) (4 n 1) Action (-saves you time)

(All in 1) (2 in 1) (3 in 1) (4 in 1) (5 in 1) (formula)

Easily removes (soils) (and) (stains) (insert stains)

Spot sanitization for you (insert usage site) soft surface(s) other than carpet

Spot sanitization for your carpet

Effective cleaning for you (insert usage site)

Spot cleaning (and sanitization) for you (insert use sites or surfaces)

Spot cleaning for your (insert use sites or surfaces)

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

MARKETING CLAIMS

Try (me) (for) (free) (now) (today)

Save (\$X) now

Bonus (X) (oz)(X%) (more)

New {note to the reviewer: use for 6 months only}

New and Improved {note to the reviewer: use for 6 months only}

Value (size) (pack)

Trial (size) (pack)

(2 in 1) (3 in 1) (4 in 1) (action)

(Dual) (Triple) Action

Advanced

All in 1

Complete clean

Good Value

Great Value

Premium Product

(Fragrance(s))Inspired by nature

Pro-power (cleaning action)

{Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.}

Optional Fragrances

(Free of) (no) dye and/or perfumes

Aspen Air

Catch a Wave

Pacific Palm

Clean Scent

Daybreak

Everfresh

Fresh Scent

Nature inspired scents

No fragrance added

Ojai Orange

Woodlands

Fragrance Free

Treehouse Swing

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

Optional Marketing Language

All in one formula kills 99.9% of bacteria* and allergens** without scrubbing.

(Sanitizes) without harming (insert use sites or surfaces)

Sanitize and refresh (insert use site) (insert use surface).

Kills 99.9% of bacteria* and allergens without harming (carpet fibers) (insert use sites or surfaces)

Spot clean and sanitize your (insert use surface) (around the home) (and more).

Eliminate pet dander and other common allergens* with ease.

Powerful (antibac) (antibacterial) formula removes stains from (pet accidents),(food), (grease),(dirt), (mud), (insert stains) (and more) (while eliminating 99.9% of bacteria*) (with no sticky residue)

Cleans (and) deodorizes (and protects) most soft surfaces in one simple step.

With a single spray, kill (stinky) (yucky) bacteria* and eliminate allergens* on soft surfaces around the home.

Can be used on (insert use surfaces) and more.

Non-toxic formula can be used around kids and pets (when used as directed).

This ready to use formula eliminates common allergens** and (bacteria*) while lifting stains and eliminating odors from (insert use surfaces) (and more). No harsh fumes.

Sanitizes and removes allergens and (unpleasant) odors from soft household surfaces like (insert usage sites) (and more). Non-toxic.

(Here) (for) when you need it

Sanitizes and removes allergens and (unpleasant) odors from (insert usage sites or surfaces) (and more). Non-toxic.

(Get) (Be) Guest Ready

Take (it) (me) with you

Trial size

Travel size

Mom approved

Paw approved

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

Weekend warrior approved

Love your (kids) (pets) not their (messes) (stains)

Love food, eliminate their lingering odors

Spray. Clean. Entertain.

Spray. Sanitize. Relax.

No sticky residue.

(Be) (Get) Road Trip Ready

(Put your car on) Auto Refresh

(Enjoy a) Fresh Ride

Put your trust back in (insert usage site or surface) after giving it a few quick sprays (with insert product name variation)

Bacteria's been living right under your nose (this whole time). (Time to evict it.)

Evict bacteria.

(Sleep) (Rest) easy (easier) with Antibacterial soft surface protection

Keep (their) (your) space(s) (bacteria*) (allergen**) free (with the pull of a trigger)

TSA Ready

Airport {friendly} (ready)

Carry on (friendly) (ready)

Portable

Easy carry size

Glovebox (ready) (friendly)

Purse mate

Tough on (bacteria*) (grime) (dirt) (stains)

Gentle on (soft surfaces) (insert use sites or surfaces)

The smart(er) way to clean and (sanitize)

(Note to Reviewer: {parenthetical text} and [bracketed text] is optional; {text in braces} is informational.)

Instant stain remover

(Insert produce name) instant stain remover (and sanitizer)

Removes some of your toughest fresh food and drink stains (from {insert use sites or surfaces})

Helps remove tough {grease} stains {and bacteria*} while "on the go"

Powerful cleaning action that breaks down stains

Travel without fearing {stains} {(and) bacteria*}

{Eliminates} {Removes} tough odors in {fabric} {upholstery} {insert use sites or surfaces}

Because there's no telling what your {pets} {kids} track into {(the) {your} house} {their beds} {the car}

Because there's no telling what you track into {(the) {(your) house} {your bed} {the car} {the hotel room}}

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

ALTERNATE BRAND NAMES

Rug Doctor	Professional	Antibacterial	Soft Surface Sanitizer	
Rug Doctor	Platinum Pure	Antibacterial	Soft Surface Sanitizer	
Rug Doctor	Pure Power	Antibacterial	Soft Surface Sanitizer	
Rug Doctor	Pure	Antibacterial	Soft Surface Sanitizer	
Rug Doctor	Essentials	Antibacterial	Soft Surface Sanitizer	
Rug Doctor	Professional	Antibacterial	Soft Surface Sanitizer	To Go
Rug Doctor	Platinum Pure	Antibacterial	Soft Surface Sanitizer	To Go
Rug Doctor	Pure Power	Antibacterial	Soft Surface Sanitizer	To Go
Rug Doctor	Pure	Antibacterial	Soft Surface Sanitizer	To Go
Rug Doctor	Essentials	Antibacterial	Soft Surface Sanitizer	To Go
Rug Doctor	Professional	Antibacterial	Soft Surface Cleaner	
Rug Doctor	Platinum Pure	Antibacterial	Soft Surface Cleaner	
Rug Doctor	Pure Power	Antibacterial	Soft Surface Cleaner	
Rug Doctor	Pure	Antibacterial	Soft Surface Cleaner	
Rug Doctor	Essentials	Antibacterial	Soft Surface Cleaner	
Rug Doctor	Professional	Antibacterial	Soft Surface Cleaner	To Go
Rug Doctor	Platinum Pure	Antibacterial	Soft Surface Cleaner	To Go
Rug Doctor	Pure Power	Antibacterial	Soft Surface Cleaner	To Go
Rug Doctor	Pure	Antibacterial	Soft Surface Cleaner	To Go
Rug Doctor	Essentials	Antibacterial	Soft Surface Cleaner	To Go
Rug Doctor	Professional	Antibacterial	Sanitizing Spray	
Rug Doctor	Platinum Pure	Antibacterial	Sanitizing Spray	
Rug Doctor	Pure Power	Antibacterial	Sanitizing Spray	
Rug Doctor	Pure	Antibacterial	Sanitizing Spray	
Rug Doctor	Essentials	Antibacterial	Sanitizing Spray	
Rug Doctor	Professional	Antibacterial	Sanitizing Spray	To Go
Rug Doctor	Platinum Pure	Antibacterial	Sanitizing Spray	To Go
Rug Doctor	Pure Power	Antibacterial	Sanitizing Spray	To Go
Rug Doctor	Pure	Antibacterial	Sanitizing Spray	To Go
Rug Doctor	Essentials	Antibacterial	Sanitizing Spray	To Go
Rug Doctor	Professional	Antibacterial	for Pet Stains	
Rug Doctor	Platinum Pure	Antibacterial	for Pet Stains	
Rug Doctor	Pure Power	Antibacterial	for Pet Stains	
Rug Doctor	Pure	Antibacterial	for Pet Stains	
Rug Doctor	Essentials	Antibacterial	for Pet Stains	
Rug Doctor	Professional	Antibacterial	for Pet Stains	To Go
Rug Doctor	Platinum Pure	Antibacterial	for Pet Stains	To Go
Rug Doctor	Pure Power	Antibacterial	for Pet Stains	To Go
Rug Doctor	Pure	Antibacterial	for Pet Stains	To Go
Rug Doctor	Essentials	Antibacterial	for Pet Stains	To Go

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

Rug Doctor	Professional	Antibacterial	Automotive Sanitizer	
Rug Doctor	Platinum Pure	Antibacterial	Automotive Sanitizer	
Rug Doctor	Pure Power	Antibacterial	Automotive Sanitizer	
Rug Doctor	Pure	Antibacterial	Automotive Sanitizer	
Rug Doctor	Essentials	Antibacterial	Automotive Sanitizer	
Rug Doctor	Professional	Antibacterial	Automotive Sanitizer	To Go
Rug Doctor	Platinum Pure	Antibacterial	Automotive Sanitizer	To Go
Rug Doctor	Pure Power	Antibacterial	Automotive Sanitizer	To Go
Rug Doctor	Pure	Antibacterial	Automotive Sanitizer	To Go
Rug Doctor	Essentials	Antibacterial	Automotive Sanitizer	To Go
Rug Doctor	Professional	Antibacterial	Multi-Surface Sanitizer	
Rug Doctor	Platinum Pure	Antibacterial	Multi-Surface Sanitizer	
Rug Doctor	Pure Power	Antibacterial	Multi-Surface Sanitizer	
Rug Doctor	Pure	Antibacterial	Multi-Surface Sanitizer	
Rug Doctor	Essentials	Antibacterial	Multi-Surface Sanitizer	
Rug Doctor	Professional	Antibacterial	Multi-Surface Sanitizer	To Go
Rug Doctor	Platinum Pure	Antibacterial	Multi-Surface Sanitizer	To Go
Rug Doctor	Pure Power	Antibacterial	Multi-Surface Sanitizer	To Go
Rug Doctor	Pure	Antibacterial	Multi-Surface Sanitizer	To Go
Rug Doctor	Essentials	Antibacterial	Multi-Surface Sanitizer	To Go

Northern, Terria

From: dswain@srcconsultants.com
Sent: Thursday, November 03, 2016 10:15 AM
To: Northern, Terria
Subject: RE: EPA Request 49158-1
Attachments: removed.txt; 03 049158-1 label Notif Clean 110316.pdf; 03 049158-1 label Notif HL 110316.pdf

Hi Terria,

Here are the revised highlighted and clean labels. We have removed all of the claims which were not allowed which were as follows:

1. Page 3 – Deleted “barf”, “puke”, “upchuck” and “throw-up”.
2. Page 3 – deleted “poo”, as it’s redundant of “poop”.
3. Page 36-38 – Deleted “take me with you. I’m new”, “get guest ready”, and “I work for stains” “be a good guest”, “purse-friendly”, and “minivan approved” “soccer mom approved”

Let me know if you have any questions. Thanks for your help and patience.

David

From: Northern, Terria [mailto:Northern.Terria@epa.gov]
Sent: Monday, October 24, 2016 12:12 PM
To: dswain@srcconsultants.com
Subject: EPA Request 49158-1

Hello David – I spoke with your colleague last week and requested several label changes. Can you please provide an update?

Thanks!

From: dswain@srcconsultants.com [mailto:dswain@srcconsultants.com]
Sent: Friday, October 14, 2016 8:35 AM
To: Northern, Terria <Northern.Terria@epa.gov>
Subject: RE: EPA Request

Good morning,

Great, thank you Terria.

Best regards,



Out of office October 17-21

SERVICE

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<http://www.srccconsultants.com/services/service-portal>

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From: Northern, Terria [<mailto:Northern.Terria@epa.gov>]
Sent: Friday, October 14, 2016 8:33 AM
To: dswain@srccconsultants.com
Subject: RE: EPA Request

Hello David – the action is due next week and so far everything looks ok. I will send the document forward for product management review early next week.

Have a good weekend.

From: dswain@srccconsultants.com [<mailto:dswain@srccconsultants.com>]
Sent: Thursday, October 13, 2016 6:04 PM
To: Northern, Terria <Northern.Terria@epa.gov>
Subject: RE: EPA Request

Hi Terria,

I wanted to check on the label amendment for 49158-1. Could you provide an update on the progress?

Thanks for your help. Have a nice evening.

Best regards,



David Swain
Scientific & Regulatory Consultants, Inc.
201 W. Van Buren Street | Columbia City, IN 46725
www.srccconsultants.com | 260.244.6270

Out of office October 17-21

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From: Northern, Terria [<mailto:Northern.Terria@epa.gov>]
Sent: Monday, September 26, 2016 1:46 PM
To: dswain@srccconsultants.com
Subject: RE: EPA Request

Hello David,

Can you please provide a similar product registration for reference, see guidance listed below:

Applications for Registration That May Qualify as Identical/Substantially Similar (Formerly “Me-Too”) Products

For “Identical/substantially similar” applications, the applicant must provide the EPA registration number of the currently registered product that is believed to be “substantially similar” or “identical” to the proposed product.

Thanks!

From: dswain@srcconsultants.com [mailto:dswain@srcconsultants.com]
Sent: Tuesday, August 09, 2016 11:13 AM
To: Northern, Terria <Northern.Terria@epa.gov>
Subject: RE: EPA Request

Hi Terria,

Here is the highlighted, clean labels and the Formulators’ Exemption.

Please let me know if you need anything else. Have a great day!!

Best regards,

 **David Swain**
Scientific & Regulatory Consultants, Inc.
201 W. Van Buren Street | Columbia City, IN 46725
www.srcconsultants.com | 260.244.6270


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From: Northern, Terria [mailto:Northern.Terria@epa.gov]
Sent: Tuesday, August 09, 2016 9:29 AM
To: dswain@srcconsultants.com
Subject: RE: EPA Request

Sent my request to fast - sorry. I noticed you are revising the direction for use language. Data Comp must be addressed via data matrix or formulator’s exemption.

Whenever you submit an amendment that expands the uses of the product, you are likely going to be subject to data compensation procedures per FIFRA Section 3(c)(1)(F). If you purchase your source of AI, you can satisfy the data compensation requirements through Formulator’s Exemption (i.e., purchasing a product that allows you to formulate products with the uses listed on your product label). If you do not qualify for Formulator’s Exemption and you are the data owner, you must submit a data matrix that addresses all of the data requirements that support your product and its use patterns (product-specific and generic). If the expansion of your product’s uses does not trigger new data requirements, you can cite back to and provide a copy of the last acceptable data matrix that was submitted to support your product. If you are not the data owner, you can submit a data matrix using the cite-all or selective method to address the data requirements.

From Chapter 6 of the Pesticide Registration Manual:

Amendments Requiring No Scientific Review of Data (Fast Track)

Fast track amendments include labeling changes or basic or alternate product formulation changes that do not require supporting data. Fast track amendments are also not subject to PRIA fees (for further information on PRIA fees, see [Chapter 5](#)).

If an amendment requests a change to a product that is “substantially similar” or “identical” to another product or “differs only in ways that would not significantly increase the risk of unreasonable adverse effects on the environment” from another product, the similar or identical product and its applicable data may be cited instead of submitting required product-specific data. This amendment, now described as an “identical/substantially similar amendment,” was formerly called a “**me-too**” amendment. Each applicant applying for an “identical/substantially similar” amendment must comply with the data compensation procedures as discussed in [FIFRA section 3\(c\)\(1\)\(F\)](#). A discussion of these requirements and the applicable forms are in [Chapter 10](#) of this manual.

From Chapter 10 of the Pesticide Registration Manual: When Materials Must Be Submitted to the Agency

Information and materials required to demonstrate compliance with data compensation procedures must be submitted at the time of application (40 CFR 152.84), unless it is determined that data compensation procedures do not apply to the application 40 CFR 152.81(b).

Some of the uses that are not subject to data compensation as described in 40 CFR 152.81(b) are described here: <https://www.epa.gov/pesticide-registration/pesticide-registration-manual-chapter-10-data-compensation-requirements#procedures>

Examples of properly completed data compensation forms are available in Appendix D of the Pesticide Registration Manual: <https://www.epa.gov/pesticide-registration/pesticide-registration-manual-appendix-d-examples-completed-forms-0>

From: Northern, Terria
Sent: Tuesday, August 09, 2016 9:26 AM
To: 'dswain@srcconsultants.com' <dswain@srcconsultants.com>
Subject: EPA Request

Hello David – please send me the highlighted and clean file for EPA Reg. No. 49158-1. Thanks!

Terria Northern
Registration Risk Manager
Environmental Protection Agency
1200 Penn. Ave., NW (7510P)
Washington, DC 20460
#703-347-0265

Street address: 2777 Crystal Drive
1 Potomac Yard South
Arlington, VA

Scientific & Regulatory Consultants, Inc.

July 21, 2016

Ms. Julie Chao, PM 33
US Environmental Protection Agency
Document Processing Desk (AMEND)
Office of Pesticide Programs (7504P)
Room S4900, One Potomac Yard
2777 Crystal Drive
Arlington, VA 22202

SUBJECT: Label Amendment
Rug Doctor Antibacterial Carpet Cleaner, EPA Reg. No. 49158-1

Dear Ms. Chao:

On behalf of Rug Doctor, LLC (Rug Doctor), Scientific & Regulatory Consultants, Inc. is submitting an amendment for the subject product.

The revisions are highlighted in the enclosed redlined label. The revisions include:

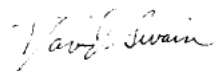
- Revised Directions for Use
- Additional cleaning and antibacterial marketing claims
- Additional use sites, use surfaces and stains
- Alternate Brand Names listed in label addendum (pages 39-40 of clean label)

Enclosed:

- Cover letter
- Application Form 8570-1
- Revised label with revisions in redline
- 5 "clean" copies of revised label


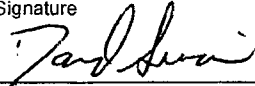
We look forward to a timely review of this submission. If you need any clarification or issues arise during the review of this information, please contact me immediately at 260-244-6270 or dswain@srccconsultants.com for resolution.

Sincerely,



David Swain
Agent for Rug Doctor, LLC

Cc: Rhea Jemmerson

 United States Environmental Protection Agency Washington, DC 20460		<input type="checkbox"/> Registration <input checked="" type="checkbox"/> Amendment <input type="checkbox"/> Other	OPP Identifier Number
Application for Pesticide - Section I			
1. Company/Product Number 49158-1		2. EPA Product Manager J. Chao	
4. Company/Product (Name) Rug Doctor Antibacterial Carpet Cleaner		3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted	
5. Name and Address of Applicant (Include ZIP Code) Rug Doctor, LLC. 415C Axminster Drive Fenton, MO 63026 <input type="checkbox"/> Check if this is a new address		6. Expedited Review. In accordance with FIFRA Section 3(c)(3) (b)(i), my product is similar or identical in composition and labeling to: EPA Reg. No. <u>74559-4</u> Product Name _____	
Section - II			
<input checked="" type="checkbox"/> Amendment - Explain below. <input type="checkbox"/> Resubmission in response to Agency letter dated _____ <input type="checkbox"/> Notification - Explain below.		<input type="checkbox"/> Final printed labels in response to Agency letter dated _____ <input type="checkbox"/> "Me Too" Application. <input type="checkbox"/> Other - Explain below.	
Explanation: Use additional page(s) if necessary. (For Section I and Section II.) Label amendment to revise Directions for Use, add marketing claims, add use sites and surfaces, request approval of new Alternate Brand Names. Please contact David Swain by phone (260-244-6270) or email (dswain@srconsultants.com) with any questions regarding this action.			
Section - III			
1. Material This Product Will Be Packaged In:			
Child-Resistant Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No * Certification must be submitted	Unit Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "Yes" Unit Packaging wgt. _____ No. per container _____	Water Soluble Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "Yes" Package wgt. _____ No. per container _____	2. Type of Container <input type="checkbox"/> Metal <input checked="" type="checkbox"/> Plastic <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input type="checkbox"/> Other (Specify) _____
3. Location of Net Contents Information <input type="checkbox"/> Label <input checked="" type="checkbox"/> Container		4. Size(s) Retail Container Various see label	
		5. Location of Label Directions <input checked="" type="checkbox"/> On Label <input type="checkbox"/> On Label accompanying product	
6. Manner in Which Label is Affixed to Product		<input type="checkbox"/> Lithograph <input checked="" type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled <input type="checkbox"/> Other _____	
Section - IV			
1. Contact Person (Complete items directly below for identification of individual to be contacted, if necessary, to process this application.)			
Name David Swain		Title Agent for Rug Doctor, LLC.	Telephone No. (Include Area Code) 260-244-6270
Certification I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.			6. Date Application Received (Stamped)
2. Signature 		3. Title Agent for Rug Doctor, LLC.	
5. Typed Name David Swain		5. Date 07/21/2016	

United States

Environmental Protection Agency
Washington, DC 20460
Formulator's Exemption Statement
(40 CFR 152.85)

As an authorized representative of the applicant for registration of the product identified above, I certify that:

- ### Hydrogen Peroxide

- (2) Of these, each active ingredient listed in paragraph (4) is present solely as the result of the use of that active ingredient in the manufacturing, formulation or repackaging another product which contains that active ingredient which is registered under FIFRA Section 3, is purchased by us from another producer, and is labeled for at least each use for which my product is proposed to be labeled.

- (3) Indicate by checking (A) or (B) below which paragraph applies:




- ☐ (A) An accurate Confidential Statement of Formula (EPA FORM 8570-4) for the above identified product is attached to this statement. That formula statement indicates, by company name, registration number, and product name, the source of the active ingredient(s) listed in paragraph (1).

OR

- ☒ (B) The Confidential Statement of Formula (CSF) (EPA Form 8570-4) referenced above and on file with the EPA is complete, current, and accurate and contains the information required on the current CSF.

- (4) The following active ingredients in this product qualify for the formulator's exemption.

Source

Active Ingredient	Product Name	Registration Number
Hydrogen Peroxide (31%)		
Signature 	Name and Title David Swain, Agent	Date 06/21/2016

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

RUG DOCTOR ANTIBACTERIAL CARPET CLEANER

(Master Label)

Name (Name TBD)

{Alternate Brand Names: See addendum}

SOFT-SURFACE AND CARPET [SANTITIZER] – [CLEANER] – [DEODORIZER] – [ANTIBACTERIAL] – [ANTI-ALLERGEN**]

[Antibacterial Carpet Sanitizer], [Bacteria reducer*], [Spot and Stain Cleaner], [Soft Surface Cleaner], [Carpet Cleaner], [(Dual Action) (Triple Action) (Multi-Purpose) Cleaner], [(Pet) Stain and Odor (Remover) (Eliminator) and Sanitizer], [(One-step) Deodorizer], [Formula for (Carpet) (&) (Upholstery)], [Deep (Spot) Clean(er) + Sanitize(r)], [(Sanitization) (Sanitizing (Treatment) (Pretreat(er))), [Tough Stain (Treatment)]] [Allergen** Remover], [Allergen** Reducer] [Anti-Allergen Treatment**], [Allergen Eliminator**]

KEEP OUT OF REACH OF CHILDREN

Active Ingredient:

Hydrogen Peroxide.....4.85%
Other ingredients.....95.15%
Total: 100.00%

EPA Reg. No.: 49158-1

EPA Est. No.:

Manufactured [by] [for]:

Rug Doctor, LLC.

415C Axminster Drive

Fenton, MO 63026

Net contents: (24 FL OZ (710mL)) (17 FL OZ (502mL)) (16 FL OZ (472mL)) (3FL OZ (88.72 mL)) (4 FL OZ (118.29 mL)) (12 FL OZ (354.88 mL)) (14 FL OZ (414.03 mL)) (18 FL OZ (532.32mL)) (22 FL OZ (650.62 mL)) (32 FL OZ (946.35 mL)) (48 FL OZ (1419.53 mL)) (96 FL OZ (2839.06 mL)) ✓

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

Soft Surface Use Sites (Location) [†]

All around the house [‡]	Car(s)	Truck(s)	Study (Studies)
All around the home [‡]	Closet(s)	Laundry Room(s)	Sunrooms(s)
Apartment(s)		Living Room(s)	SUV(s)
Attic	(Damp) Storage Area(s)	Locker (liners) (Pads)	Van(s)
Automobile(s)	(Damp) Storage Room(s)	Mobile Home(s)	Table Cloth(s)
Baby's Room (s)	Den(s)	Mud Room(s)	(Baby) Travel Yard(s)
Basement(s)	Dining Room(s)	Nursery (Nurseries)	Daycare center(s)
Bathroom(s)	Dorm(s)	Office(s)	Health Club(s)
Bedroom(s)	Family Room(s)	Pet area(s)	Gym (s)
Boat(s)	Garage(s)	Playroom(s)	Kennel(s)
Cabin(s) (Interior(s))	Home	Storage Locker(s)	Grooming establishment(s)
Camper(s) (Interior(s))	House	Studios	(Pet) /(Animal) quarters
Auto	Guest Room(s)	Play area(s)	
Car(s) (interior(s))	Hotel Room(s)	(Pet) Sleeping area(s)	
Truck(s) (interior(s))	Playpen(s)	Wheelchair(s)	
Minivan(s) (interior(s))	(SUV) /(Van)/ (Trunk) Interior(s)	Walker(s)	

[†] Not for use on wool carpets

[‡] Non food contact surfaces only

Use (Surfaces) [†] [may include graphic depicting surface]

(Area) Rug(s)	(Cotton) Purses	(Upholstered) Furniture	Shower Curtain(s)
Back (School) packs	(Upholstered) Couch(es)		Sleeping bag(s)
Bedspreads	Cover(s)	Gym Bag(s)	(Bedroom) Slipper(s)
Bathroom mats (rugs)	Curtain(s)	Hamper(s)	Sofa(s)
Bedding	Cushions	Kitchen mat(s)	Soft (household) surfaces
Blankets	Desk Chairs	(Kitchen) (Household) Seat Cushion(s)	(Carpeted) Stair(s)
Box Springs	Diaper Bag(s)	Laundry bag(s)	Stuffed animal(s)
(Canvas) (shoes) (Sneakers)	Door mat(s)	Mattress(es)	Upholstery
(Upholstered) Car Seats	Draperies	Pet area(s)	Window Treatments
Carpet(s)	Duvet Cover(s)	(Pet) (dog) (Cat) (bed(s)) (bedding)	Athletic Equipment

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

<u>(Upholstered) Chair(s)</u>	<u>Entry mat(s)</u>	<u>Pillow(s)</u>	<u>(Baby) (Swaddling) Blanket(s)</u>
<u>(Children's) Soft Fabric Toys</u>	<u>Entry rug(s)</u>	<u>Shoe interior(s)</u>	<u>Teddy (bear(s))</u>
<u>Comforter(s)</u>	<u>Fabric(s)</u>	<u>Sheets</u>	<u>Foam pillow(s)</u>
<u>Changing Pad(s)</u>	<u>Bassinet(s)</u>	<u>(Plush) (Stuffed) toy(s)</u>	<u>Pressure relief pad(s)</u>
<u>Changing Table(s)</u>	<u>(Soft) (Pet)/(Dog) (travel) Carrier(s)</u>	<u>Rug(s)</u>	<u>Travel pillow(s)</u>
<u>Drapes</u>	<u>(Dog)/(Pet) leash(es)</u>	<u>Sneaker(s)</u>	<u>Neck support pillow(s)</u>
<u>Clothing</u>	<u>(Car) (Floor) mat(s)</u>	<u>(Canvas) Tote(s)</u>	<u>Satchel(s)</u>
<u>(Hand) Luggage</u>	<u>(Outdoor)/(Patio) Furniture</u>	<u>Upholstered Furniture</u>	<u>Bowling bags</u>
<u>Mat(s)</u>	<u>Futon(s)</u>	<u>Upholstered Surface(s)</u>	<u>Clutch(bag(s)) / (purse(s))</u>
<u>(Nursing)/(Feeding) Pillow(s)</u>	<u>Yoga Blanket(s)</u>	<u>Pool Chair(s)</u>	<u>(Fabric) Purse(s)</u>
<u>Play (mat(s))/(gym(s))</u>	<u>(Duffel)/(Shoulder)bags</u>	<u>Lounge Chair(s)</u>	<u>Handbag(s)</u>
<u>Pocket book(s)</u>	<u>Footstool(s)</u>	<u>Burp (cloth(s))/(towel(s))</u>	<u>Sleep Sack(s)</u>
<u>Messenger bag(s)</u>	<u>Bench(es)</u>	<u>(Crib) sheet(s)</u>	<u>(Infant) Safety Seat(s)</u>
<u>Stroller(s) (interior(s))</u>	<u>(Baby) Sling(s)</u>	<u>(Crib) mattress(es)</u>	
<u>(bedroom) slippers</u>	<u>(Baby) Carrier(s)</u>		
<u>Ottoman(s)</u>	<u>Rocking Chair(s)</u>		

Stains (may include graphic depicting the stain)

<u>Urine</u>	<u>Dirt</u>	<u>Cola</u>	<u>Mustard</u>
<u>Food</u>	<u>Feces/fecal matter</u>	<u>Juice</u>	<u>barf</u>
<u>Vomit</u>	<u>Tracked-in dirt</u>	<u>Fruit juice</u>	<u>Upchuck</u> —?
<u>Sweat</u>	<u>Spaghetti sauce</u>	<u>Red wine</u>	<u>Dust</u>
<u>Blood</u>	<u>Coffee</u>	<u>Ink</u>	<u>Soil</u>
<u>Drool</u>	<u>Mud</u>	<u>Chocolate</u>	<u>Poo</u> 7 duplicate
<u>Milk</u>	<u>Wine</u>	<u>Salad dressing</u>	<u>Poop</u>
<u>Insect/rodent droppings</u>	<u>Pet stains</u>	<u>Ketchup</u>	<u>Puke</u> —
<u>Baby spittle</u>	<u>(Motor) oil</u>	<u>Soy Sauce</u>	<u>Throw-up</u> —
<u>Diaper stains</u>	<u>Tar (spots)/(stains)</u>	<u>Tea</u>	<u>Pet oils</u>
<u>Barbecue Sauce</u>	<u>Tomato sauce</u>	<u>Tomato juice</u>	<u>Perspiration</u>
<u>Pet (stains)</u>	<u>Pasta Sauce</u>	<u>Grass</u>	<u>Grape juice</u>
<u>Petroleum jelly</u>	<u>(Finger) paint</u>	<u>Baby oil</u>	<u>(Breast) milk</u>
<u>Markers</u>	<u>Crayons</u>	<u>Jam(s)</u>	<u>(Grape) jelly(ies)</u>
<u>Berry (Berries)</u>	<u>Vegetable(s) (juice(s))</u>		

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

{{For home, commercial & industrial use}}

DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling. Read and follow all directions and precautions on this product label.

(Lift to view instructions (for use))

(Lift to view directions (for use))

(Peel to view directions (for use))

(Peel to view instructions (for use))

Before using: Test a small, hidden area for colorfastness, if color is affected, do not use. Do not use on wool carpet.

(Do not use on velvet, silk, vinyl or leather upholstery)

(For use with Rug Doctor deep cleaning machines.)

(Suitable for use in (all) (most) (leading) brands of deep cleaning machines)

Cleaning Instructions for carpets & soft surfaces other than carpets

(Instrucciones en español: Rugdoctor.com/SolutionsEsp/)

(Instrucciones en español: Rugdoctor.com/Rent/Solutions/Esp)

(Instrucciones en español: xxxxx.com/xxxx)

Remove (any) (yucky) solids, blot excess liquids. Shake well and spray soiled area thoroughly.

Blot treated area with a white paper towel. Allow the area to dry. Repeat as needed

To sanitize soft surfaces other than carpets

(Remove (any) (yucky) solids, blot excess liquids.) Spray soiled area thoroughly. Let stand for 5 minutes. Blot treated area with a white paper towel. Allow to air dry. Repeat as needed

To sanitize carpets

(Remove (any) (yucky) solids, blot excess liquids.) Spray until thoroughly damp. Scrub surface with moderate pressure for 30 seconds. Let stand for 1 hour. Gently blot treated area with a white paper towel. Allow the area to dry. Repeat as needed.

Anti- Allergen Treatment for carpets & soft surfaces other than carpets

(Remove (any) (yucky) solids, blot excess liquids.) Spray soiled area thoroughly. Let stand for 5 minutes. Blot treated area with a white paper towel and to dry. Repeat as needed.

Fabric and Carpet (precaution) advisory statement: Before cleaning test for colorfastness by applying a small amount of product in an inconspicuous area. After one minute, blot using a clean dry white cloth and check for color transfer. If color is affected, do not use. Before using this product on upholstery, look for manufacturer's cleanability code tag. Use on upholstery coded "WS" or "W". Do not use on

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

upholstery coded "X" or "S". Do not use on velvet, silk, vinyl, or leather upholstery. Not intended for use on wool carpet.

FOR USE ON CARPET

GENERAL CLEANING: Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Spray a light even coating on the soiled area, and lightly scrub the surface (Let air dry.)

GENERAL SPOT CLEANING: Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Spray a light even coating on the soiled area, and lightly scrub the surface working toward center of the stain from the edges. Blot dry with a towel, pressing deep into the stain. (Repeat as needed (for stubborn stains).) (Let air dry.)

TO (ONE STEP) CLEAN AND SANITIZE: Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Hold the spray bottle approximately 3 inches from surface of the carpeting and spray an even coating on soiled area until damp. Scrub surface with moderate pressure for 30 seconds. Allow to remain wet for (60 minutes) (1 hour) (an hour). Gently blot area with a clean, damp, color safe cloth. (Repeat as needed (for stubborn stains).) (Let air dry.) (Vacuum.) (Deep clean following your machine's guide.)

TO DEODORIZE OR FRESHEN: Turn nozzle to spray position. Spray until slightly damp (to eliminate (pet) odors). Let air dry. (Vacuum.) For difficult odors repeat applications.

TO PRECLEAN (PRETREAT) (& SANITIZE): Turn nozzle to spray position, hold spray bottle approximately 3 inches from surface and spray an even coating on soiled area until damp. Scrub surface with moderate pressure for 30 seconds. Allow to remain wet for 60 minutes (1 hour) (an hour). (Deep clean following your machine's guide).

ANTI ALLERGEN TREATMENT: Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Hold the spray bottle approximately 3 inches from surface of the carpeting and spray an even coating on soiled area until damp. Allow to remain wet for 5 minutes. Gently blot area with a clean, damp, color safe cloth. (Vacuum.)

{may include graphics}

FOR USE ON SURFACES OTHER THAN CARPET:

GENERAL CLEANING: Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Spray a light even coating on the soiled area, and lightly scrub the surface (Let air dry.)

GENERAL SPOT CLEANING: Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Spray a light even coating on the soiled area, and lightly scrub the surface working toward center of the stain from the edges. Blot dry with a towel, pressing deep into the stain. (Repeat as needed (for stubborn stains).) (Let air dry.) **TO (ONE STEP) CLEAN AND SANITIZE:** Remove any excess solids, liquid or dirt. Turn

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

~~nozzle to spray position. Hold the spray bottle approximately 3 inches from surface to be treated and spray an even coating on soiled area (fabric) until damp. Allow to remain wet for 5 minutes. Gently blot area with a clean, dry, color safe cloth. (Repeat as needed (for stubborn stains or heavy fabrics.) (Let air dry.) (Vacuum.)~~

~~**TO DEODORIZE OR FRESHEN:** Turn nozzle to spray position. Spray until slightly damp (to eliminate (pet) odors). Let air dry. (Vacuum.) For difficult odors repeat applications.~~

~~**TO PRECLEAN (PRETREAT) (& SANITIZE):** Turn nozzle to spray position, hold spray bottle approximately 3 inches from surface and spray a light even coating over soiled area until damp. Allow to remain wet for 5 minutes. (Deep clean following your machine's guide).~~

~~**ANTI-ALLERGEN TREATMENT:** Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Hold the spray bottle approximately 3 inches from surface to be treated and spray an even coating on soiled area until damp. Allow to remain wet for 5 minutes. Gently blot area with a clean, damp, color safe cloth. (Vacuum.) (may include graphics)~~

STORAGE AND DISPOSAL

Non-refillable container. Store in original container in areas inaccessible to small children. Keep securely closed. Do not reuse or refill this container. Place [{container}] in trash or offer for recycling if available.

[Manufactured by] [for]

Rug Doctor, LLC.

[For helpful information, questions, or suggestions, please call or email:] –or– [Questions or Comments]

~~{1-800-Rug-Doctor (1-800-784-3628)}~~ -or- ~~{consumer.support@rugdoctor.com}~~

[Internet: www.rugdoctor.com]

[Questions?] [Comments?] [Call 1-800-784-3628]

Manufactured (for) (by)

Rug Doctor, LLC., 415C Axminster Dr. Fenton MO 63026

Questions or comments 1-800-784-3628 or customersupport@rugdoctor.com

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

Optional Label Statements, Marketing Claims, and Pictograms:

*Kills 99.9% of (*Enterobacter aerogenes* (ATCC 13408))(and)(*Staphylococcus aureus*) (ATCC 6538)(Staph)(on carpet). Kills 99.9% of (*Klebsiella pneumoniae* (ATCC 4352)) (and))(Staphylococcus aureus (ATCC 6538)(Staph) (on soft surfaces other than carpet).

**Non-living allergens including: ({Pet dander}){and} ({Dust mite matter})

(Antibacterial spot (cleaner) (cleanser))

(Eliminate(s) lingering odors from (soft) surfaces (around the home).)

(Revive(s) and (sanitize(s)) (sofas,) (pet beds,) (mattresses) (insert use sites or surfaces) (and more in one step.)

(Kills 99.9% of household (bacteria*) and allergens**)

(Kid and pet friendly formula)

Non-toxic

(This ready to use formula eliminates common allergens** and (bacteria*) while lifting stains and eliminating odors from (insert use surfaces) (and more).)

CRI Certified

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

(Sanitizing Claims)

(Deep) Cleans (&) (+) (Sanitizes)

(Deep) Cleans (&) (+) (Sanitizes) ~~Sanitizes~~ (insert usage site or surface)

(Deep) Cleans (&) (+) (Sanitizes) ~~Sanitizes~~ in 5 minutes on soft surfaces other than carpet

(Deep) Cleans (&) (+) ~~Sanitizes~~ (Sanitizes) in 60 minutes (1 hour) (an hour) (on carpets)

(Deep) Cleans (&) (+) ~~Sanitizes~~ (Sanitizes) in 60 minutes (1hour) (an hour) on Carpets and 5 minutes on all other soft surfaces

5 minutes is all it takes to kill 99.9% of bacteria* on (insert usage site or surface)

Kills 99.9% of bacteria*

Kills 99.9% of (*Staphylococcus aureus* (ATCC 6538)) (Staph) , (*Enterobacter aerogenes* (ATCC 1308)) (Enterobacter), and (*Klebsiella pneumoniae*) (ATCC4352)

Kills 99.9% of bacteria* in 5 minutes on soft surfaces (other than carpet)

Kills 99.9% of bacteria* in 60 minutes (1 hour) (on carpets)

(Sanitizes) ~~Sanitizes~~ (insert usage surface or site) (in 5 minutes on soft surfaces (other than carpet))

(Sanitizes) ~~Sanitizes~~ (insert usage surface or site) in (60 minutes) (1 hour) (on carpets)

(Sanitizes) ~~(Sanitizes)~~ in only 5 minutes on soft surfaces other than carpet

(Sanitizes) in only 60 minutes (1 hour) (on carpets)

Sanitizes (insert usage sites)

Sanitizes

Sanitizes and eliminates (pet odors) (odors) (allergens**) (and) (everyday dirt) (spots and stains)

(Deep) Cleans and sanitizes, eliminates 99.9% of bacteria*

Cleans as it sanitizes (in one step)

Eliminates (99.9%) of (bacteria)*

Removes (the most) (common) allergens**

Eliminates (the most) (common) allergens**

Leaves (insert usage surfaces) clean and sanitizes

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

Leaves (insert usage surfaces) clean, sanitized, and deodorized

Leaves (insert usage surfaces) sanitized

(Deep) Cleans, sanitizes, refreshes (insert usage site)

(Deep) Cleans, sanitizes, refreshes, (pet messes)

(Deep) Cleans (+) (sanitizes) (+) deodorizes) (+) (and) (freshens) in one easy step

2 in 1 (Dual Action) (formula) – (cleans) (sanitizes) (deodorizes) (freshens) (in 1 easy step)

3 in 1 (Triple Action) (formula) – (cleans) (sanitizes) (deodorizes) (freshens) (in 1 easy step)

4 in 1 (All in One) (formula) – (cleans) (sanitizes) (deodorizes) (freshens) (in 1 easy step)

Kills 99.9% of *Klebsiella pneumonia* (ATCC 4352) and *Staphylococcus aureus* (staph) (ATCC 6538) on (insert usage site) in 5 minutes (on soft surfaces other than carpet)

Kills 99.9% of *Enterobacter aerogenes* (ATCC 13048) and *Staphylococcus aureus* (staph) (ATCC 6538) on (insert usage site) in 60 minutes (1 hour) (on carpets)

Destroys 99.9% of bacteria* on (insert usage sites)

Kills 99.9% of bacteria* at the source

Effectively kills 99.9% of bacteria*

Kills 99.9% of bacteria* in 5 minutes on soft surfaces other than carpet

Kills 99.9% of bacteria* in 60 minutes (1 hour) (an hour) on carpets

Kills 99.9% of bacteria* on (insert usage site) (for a deep down clean)

Kills 99.9% of household bacteria* on (insert usage site) (for a deep down clean)

(Kills) (destroys) (eliminates) 99.9% of (*Staphylococcus aureus*) (staph) (ATCC 6538)(and) (*Klebsiella pneumonia*) (ATCC 4352) in 5 minutes on soft surfaces other than carpet

(Kills) (destroys) (eliminates) 99.9% of (*Staphylococcus aureus*) (staph)(ATCC 6538)(and) (*Enterobacter aerogenes*) (ATCC 13048)in 60 minutes (1 hour) (an hour) on carpet

(Kills) (destroys) (eliminates) 99.9% of (*Staphylococcus aureus*) (staph) (ATCC 6538) (and) (*Klebsiella pneumonia*) (ATCC 4352) (for spot treatment) (on) (insert usage site)

(Use) To eliminate 99.9% of bacteria* on (insert usage site)

Kills 99.9% of bacteria* in (only) 5 minutes on soft surfaces other than carpet

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

Kills 99.9% of bacteria* in (only) 60 minutes (1 hour) (an hour) on carpets

Kills 99.9% of bacteria* on (insert usage site) in (only) 5 minutes on soft surfaces other than carpet

Kills 99.9% of bacteria* on (insert usage site) in (only) 60 minutes (1 hour) (an hour) on carpet

Sanitizes (insert usage site)

(Both) Cleans & Sanitizes – better than cleaning alone

Cleans & Sanitizes in 5 minutes on soft surfaces other than carpet

Cleans and Sanitizes in 60 minutes (1 hour) (on carpets)

(X) in 1 (formula) (cleans) (and) (sanitizes) (and) (deodorizes) (and) (eliminates allergens)**

One step clean(s)(er) and sanitize(s)(r)

Neutralizes and reduces the growth of bacteria*

Makes sanitizing easy

Easy (sanitizing)

Fast & easy (sanitizing)

(Antimicrobial) (Antibacterial) (formula) cleans and sanitizes

The easy, effective, and convenient way to sanitize (insert usage site)

Antibacterial (cleaner)

Antimicrobial (cleaner)

Leaves (insert usage site) sanitary

Sanitizes as it cleans

For cleaning and sanitizing (insert usage site)

Antibacterial formula cleans and sanitizes in one (1) step

(Deep) Cleans, (Sanitizes), (Deodorizes), (Freshens), (removes Allergens**) in (one) (1) easy step

(Deep) Cleans (+) (sanitizes) (+) (Deodorizes) (+) (Freshens) (+) (Removes Allergens**) (+) (Removes Odors)

Kills 99.9% of bacteria* and eliminates (pet) odors for a cleaner, fresher home

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

All in one formula (cleans) (and) (sanitizes) (and) (deodorizes) (and) (freshens) (and) (eliminates allergens**)

(2 in 1) (3 in 1) (4 in 1) (5 in 1) formula cleans (and) sanitizes (and) deodorizes (and) freshens (and) eliminates allergens**

One step (cleans) (and) (sanitizes) (and) (deodorizes) (and) (freshens) (and) (eliminates allergens**)

The easy, effective, and convenient way to sanitize (usage site)

Makes sanitizing easy

The quick and easy way to clean and sanitize your (insert usage site)

(Deep) Cleans as it sanitizes

Sanitizes as it cleans

Cleans as it sanitizes

Removes and sanitizes (pet) stains (such as) (urine) (fecal matter) (feces) (and) (vomit)

(Pet) Stain and odor remover and sanitizer

Convenient to use (-cleans and sanitizes)

Sanitizes and refreshes

Improves cleaning performance to also sanitize

(Deep) Cleans plus sanitization

Penetrates (deep down) to (thoroughly) clean and sanitize

Penetrates (deep down) to thoroughly remove (stains), (bacteria*), (and) (odors)

Thoroughly cleans and sanitizes deep within carpet fibers, eliminating stains, bacteria*, and allergens**

Go beyond surface cleaning

Goes beyond surface cleaning

Go beyond surface cleaning – unique penetrating action thoroughly cleans and sanitizes deep into the carpet fibers

Deep cleaning formula that provides ~~cleaning and~~ cleaning and sanitization (at the same time)

(Deep) Cleans, Sanitizes and Reconditions (in one easy step)

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

Destroys tough odors and bacteria*

Unique penetrating action goes deep within carpet fibers to thoroughly clean and sanitize – eliminating dirt, stains, odors, bacteria, and allergens**.

(Removes) (Eliminates) bacteria*

(Sanitization) (Sanitizing) (Antibacterial) (Antimicrobial) Treatment

Stain & odor (remover) (eliminator) that sanitizes as it cleans

Sanitizes as it cleans

Penetrates to sanitize(s) and (clean) (loosen(s)) (tough) stains (including (spaghetti sauce) (coffee) (mud) (wine) (pet stains) (cola) (tea) (food grease))

Penetrates, sanitizes and loosen (tough) stains

Spot removal (Clean) (+) (&) Sanitize for a more (effective) clean

Spot removal (clean) (+) (&) Sanitize for a higher level of clean(ing)

Take (more) control of your cleaning (with sanitization) (insert product name)

Penetrates to (clean) (and) (loosen) (tough) stains (and sanitizes)

(Removes) (kills) (sanitizes) (bacteria*) on soft surfaces (insert surfaces)

Cleans and sanitizes (pet) (baby) messes

Cleans and sanitizes food spills

A (gentle) (mild) way to (clean)(and) (sanitize)

Sanitize after exposure to (urine), (food), (vomit), (sweat), (blood), (drool), (insect/rodent droppings), (feces), (fecal matter)

Antimicrobial treatment (for) (insert usage site) (insert usage surface)

Antibacterial treatment (for) (insert usage site) (insert usage surface)

(Cleaning) (and) (Sanitizing) for the spots you can't see

(Antibacterial) (Antimicrobial) carpet (treatment) (sanitizer)

(Antibacterial) (Antimicrobial) Cleaner

Sanitizer and Cleaner

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

One step cleaner and sanitizer for carpets (rugs) (fabrics)(&) (textiles)

Cleans and sanitizes carpet (&) (rugs) (fabrics) (textiles) (in one step)

Cleans as it (sanitizes)

Clean, (sanitize), ((and) protect) (and deodorize) your carpet

Deep cleans and (sanitizes-all) all soft surfaces

Effectively kills 99.9% of harmful bacteria*

Suitable for carpets, bedding, mattresses, and other soft surface (define list)

Effectively helps control symptoms/causes of (indoor) asthma**.

Proven to remove allergens**

Removes most common allergens**

Removes allergens** including dust mites and pet dander

((Pet) Stain), (Odor) remover (and sanitizer) (spray)

(All in one) (4 in 1) formula (cleans), (sanitizes), (and) (deodorizes), (and) (protects), (and) (refreshes) (freshens)

(All in one) (4 in 1) formula (cleans) (sanitizes), (and) (deodorizes), (and) (protects), (and) (refreshes) (freshens), (and) (eliminates allergens** on) (insert use sites and surfaces)

(All in one) (4 in 1) formula (cleans) (sanitizes), (and) (deodorizes), (and) (protects), (and) (refreshes) (freshens) in one (easy) step

(All in one) (4 in 1) formula (cleans) (sanitizes), (and) (deodorizes), (and) (protects), (and) (refreshes) (freshens), (and) (eliminates allergens**)

(All in one) (4 in 1) formula (cleans) (sanitizes), (and) (deodorizes), (and) (protects), (and) (refreshes) (freshens, (and) (eliminates allergens**)) in one (easy) step

(Anti-bac (terial)) (Anti-microbial) formula cleans and sanitizes (in one step)

(Anti-bac (terial)) (Anti-microbial) solution cleans and (sanitizes) (in one step)

(Clean(s)) (Cleanse) and (sanitize) (sanitizes) in one step

(Cleans) (Cleanses) as it kills (bacteria*) and (sanitizes)

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

(Cleans) (Cleanses) as it sanitizes

(Thoroughly) (Deep) Clean(s) and (sanitize (es)) (eliminates) (kills) 99.9% of bacteria

(Thoroughly) (Deep) Clean(s) and sanitize(s)

(Thoroughly) (Deep) Clean(s) and sanitize(s) (insert usage sites and surfaces) (and more)

(Thoroughly) (Deep) Clean(s) and sanitize(s) soft surfaces

(Thoroughly) (Deep) Clean(s), sanitize(s) (and) refresh (es) (insert use sites and surfaces)

(Thoroughly) (Deep) Clean(s), sanitize(s) (and) refresh (es) (soft) (and) (household) surfaces

(Thoroughly) (Deep) Clean(s), sanitize(s) (and) refresh (es) pet messes

(Thoroughly) (Deep) Clean(s), (and) sanitize(s) (and) refresh (es) in one (easy) step

(Thoroughly) (Deep) Clean(s), sanitize(s) (and) deodorize(s)

(Thoroughly) (Deep) Cleans, (and) (sanitizes), (and) (deodorizes), (and) (freshens), (and) (removes allergens**)

(Thoroughly) (Deep) Cleans, (and) (sanitizes), (and) (deodorizes), (and) (freshens), (and) (removes allergens**) in one step

Thoroughly (Deep) Cleans, (and) (sanitizes), (and) (deodorizes), (and) (freshens), (and) (removes allergens**), (and) (odor(s))

(Thoroughly) (Deep) Cleans, (and) (sanitizes), (and) (deodorizes), (and) (freshens), (and) (removes allergens**), (and) (odor(s)) in one step

(Thoroughly) (Deep) Cleans, (Sanitizes) and (Reconditions) (Renews) (Revives) (carpets) (upholstery) (fabric) (in on easy step)

(Thoroughly) (Deep) Cleans, (sanitizes) and deodorizes (insert usage sites and surfaces) (and more)

(Thoroughly) (Deep) Clean(s) (and) (Sanitize (es)) (carpets) (carpeted areas) (carpeted surfaces) (carpet fibers) in (60 minutes) (1 hour)

(Thoroughly) (Destroys) (Eliminates) tough odors and (bacteria*)

(Dual Action) (2 in 1) formula (cleans) (sanitizes), (and) (deodorizes), (and) (protects), (and) (refreshes) (freshens)

(Dual Action) (2 in 1) formula (cleans) (sanitizes), (and) (deodorizes), (and) (protects), (and) (refreshes) (freshens), (and) (eliminates allergens** on) (insert use sites and surfaces) (and more)

(Note to Reviewer: (parentetical text) and [bracketed text] is optional; {text in braces} is informational.)

(Dual Action) (2 in 1) formula (cleans) (sanitizes), (and) (deodorizes), (and) (protects), (and) (refreshes) (freshens), (and) (eliminates allergens** on) in one (easy) step

(Easily) (Clean(s))(And) (Sanitize(s)) (In one easy step)

(Kill(s)) (Eliminate(s)) (Destroy(s)) (Remove(s)) 99.9% of (bacteria*) at the source

(Kill(s)) (Eliminate(s)) (Destroy(s)) 99.9% of bacteria* on (insert usage sites or surfaces) (and more)

(Kill(s)) (Eliminate(s)) (Remove(s)) (Neutralize(s)) (Wipe out(s)) (Terminate(s)) bacteria* and (remove(s)) (eliminate(s)) (neutralize(s)) (lift(s)) (and) odors (and) stains

(Kill(s)) (Eliminate(s)) (Remove(s)) (Neutralize(s)) (Wipe(s) out) (Terminate(s)) bacteria* and (remove(s)) (eliminate(s)) (neutralize(s)) (lift(s)) (and) odors (and) stains from (insert usage sites or surfaces)

(Kill(s)) (Eliminate(s)) (Remove(s))(Neutralize(s)) (Wipe out(s)) (Terminate(s)) (Stamp out(s)) (Knock(s) out) 99.9% of (bacteria*)

(Kill) (Eliminate) (Remove) (Neutralize) (Wipe out) (Terminate) bacteria* (and sanitize) (insert usage sites or surfaces)

(Kill) (Eliminate) (Remove) (Neutralize) (Wipe out) (Terminate) on (insert usage sites or surfaces)

(Kill) (Eliminate) (Remove) (Neutralize) (Wipe out) (Terminate) bacteria*

(Kill) (Eliminate) (Remove) (Neutralize) (Wipe out) (Terminate) bacteria (and) odors (and) stains

(Kill) (Eliminate) (Remove) (Neutralize) (Wipe out) (Terminate) bacteria* (and) odors (and) stains from (soft surfaces) (upholstered surfaces) (soft surfaces around the (house) (home)) (insert use sites or surfaces)

(Kill) (Eliminate) (Remove) (Neutralize) (Wipe out) (Terminate) bacteria* (and) odors (and) stains from (insert use sites or surfaces) around the (house) (home)

(Kill) (Eliminate) (Remove) (Neutralize) (Wipe out) (Terminate) bacteria *(around the home) (around the house)

(Kill) (Eliminate) (Remove) (Neutralize) (Wipe out) (Terminate) (and) odors (and) stains

(Kill) (Eliminate) (Remove)(Neutralize) (Wipe out) (Terminate) (Stamp out) (Knock out) 99.9% of (bacteria*) on/from (Insert usage sites or surfaces)

(Kills) (Eliminates) (Controls) odor causing bacteria on (insert use sites or surfaces) around the home

(Kills) (Eliminates) (Destroys) 99.9% of (Staphylococcus aureus) (ATCC 6538)) (Staph), (and) (Enterobacter aerogens) (ATCC1308), (Enterobacter), and/or (Klebsiella pneumoniae) (ATCC4352)

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

(Kills) (Eliminates) (Destroys) (Removes) 99.9% of (bacteria*) and (removes) (eliminates) odors for a cleaner, (and) (fresher) home

(Kills) (Eliminates) (Destroys) (Removes) 99.9% of (bacteria*) and (removes) (eliminates) pet odors for a cleaner, (and) (fresher) home

(Kills) (Eliminates) (Removes)(Neutralizes) (Wipes out) (Terminates) (Stamps out) (Knocks out) 99.9% of (bacteria*) from (insert usage sites or surfaces)

(Kills)(Eliminates) (Controls) odor causing bacteria (around the home)

(Odor) (And) ((Pet) stain remover (and sanitizer)

(Pet) Stain, and/or (odor) remover

(Removes) (Eliminates) (Kills) bacteria*

(Removes) (Eliminates) (Lifts) and sanitizes (pet) stains from (pee) (urine), (and) (poop) (fecal matter), (and) (puke) (vomit), (and) (blood)

(Sanitization) (Sanitizing) (Antibacterial) (Antimicrobial) treatment

(Thoroughly) ((cleans) (cleanses)) and sanitizes (carpet) fibers to ((remove) (eliminate)) (stains), (and) (bacteria*) (and) (allergens**), and/or (odors)

(Triple Action) (3 in 1) formula (cleans) (sanitizes), (and) (deodorizes), (and) (protects), (and) (refreshes) (freshens)

(Triple Action) (3 in 1) formula (cleans), (sanitizes), (deodorizes), (protects), (refreshes) (freshens) in one step

(Triple Action) (3 in 1) formula (cleans) (sanitizes,) (deodorizes,) (protects,) (refreshes,) (freshens), (eliminates allergens**) on (insert use sites or surfaces) (and more) (in one (easy) step)

(Triple Action) (3 in 1) formula (cleans) (sanitizes,) (deodorizes), (protects), (refreshes) (freshens), (eliminates allergens**) (on) (from) (insert usage sites and surfaces)

(Unique) Penetrating (action) (formula) cleans and sanitizes (deep into) (carpet) (upholstery) (fabric) fibers (in one easy step)

(Unique) Penetrating (action) (formula) (cleans) (sanitizes) carpet(s) (fibers), eliminating dirt, (and) (stains), (and) (odors), (and) (bacteria*), (and) (allergens**)

(Unique) Penetrating (action) (formula) cleans (and) (sanitizes) carpet(s) (fibers) - eliminating dirt, (and) stains, (and) odors, (and) allergens**

(Use) To (Eliminate) (Kill) (Destroy) (Remove) 99.9% of (bacteria)

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

(Use) To (Eliminate) (Kill) (Destroy) (Remove) 99.9% of (bacteria) on (insert use sites or surfaces) (and more)

99.9% sanitization (of bacteria)

Antibacterial (spot) spray (cleaner)

Antibacterial spot (spray) cleaner

Clean(s), (sanitize(s)) and deodorize(s) your (insert use sites or surfaces)

Clean(s), (sanitize(s)) and deodorize(s) your carpet

(Cleans)(Cleanses) (And) (Sanitizes) (Insert use sites or surfaces)

Cleans as it (sanitizes) (in one step)

Deep (cleans) (cleanses) (and) (sanitizes) (insert use sites and surfaces) (and more)

(Sanitizing) (Antibacterial) (Multi-purpose) (Multi-surface) cleaner

Easy (sanitizing)

Effectively helps control (symptoms) (causes) of (indoor) allergies**

Effectively helps control (symptoms) (causes) of (indoor) asthma**

Effectively kills 99.9% of (harmful) ((bacteria*))

Eliminates pet odors caused by bacteria

Ideal for use on soft surfaces in gyms ((and) health clubs)

Ideal for use in/on (soft surfaces in) (insert use sites or surfaces)

Perfect for (sanitizing) (insert use sites or surfaces)

Kill(s) (household) bacteria* and sanitize(s) (insert usage sites or surfaces)

Leave(s) (insert usage sites or surfaces) clean (and) sanitized

Leaves (insert use sites or surfaces) clean, (and) (sanitized) (and deodorized)

Makes (sanitizing) easy

Neutralizes and reduces the growth of (bacteria*)

One step ((deep) cleans) ((deep) cleanses), (and) (sanitizes), (and) (deodorizes), (and) (freshens), (and) (eliminates allergens**)

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

One step (cleaning) (cleansing) (clean) (cleanser) and (sanitizing) (sanitizer) (sanitize)

One step cleaner and sanitizer for carpets, (and) (rugs,) (and) (fabrics,) (and) (textiles,) (upholstery))

One step cleaner (and sanitizer) for (insert use sites or surfaces)

Patented odor neutralizing technology

Penetrates (deep down) to (thoroughly) clean (and) (sanitize)

Penetrates (deep down) to (thoroughly) remove (stains), (and) (bacteria*), (and) (allergens**), (and) (odors)

Proven to remove allergens**

Remove(s) (the most) common allergens**

Removes (common) allergens**

Removes allergens** including pollen, dust mites, and pet dander

Sanitize(s)

Sanitize(s) (insert usage sites or surfaces)

(Sanitize(s)) and ((eliminate(s) (remove(s))) (pet odors) (odors) (and) (allergens**))

(Sanitizer) and cleaner

(Sanitize(s)) and clean(s)

(Sanitizes) as it (cleans) (cleanses)

Powerful clean(ing) with (sanitization)

(Sanitizes) as it cleans

Stain & odor (remover) (eliminator) that (sanitizes) as it cleans

Suitable for (insert use sites or surfaces) (and more)

The (easy,) (and) (effective), (and) (convenient) way to sanitize (insert use sites or surfaces) (around the home) (and more)

Tough on (bacteria*)

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

(Cleaning Claims)

Fast & effective (pet) cleaning

For a cleaner, fresher household

Effectively (removes) (eliminates) tough (dirt) (stains) (spots) (and) (grime)

Better than ever cleaning (and sanitizing) (for your) (insert usage site)

Effective cleaning of tough (pet) spots and stains

(Permanently) (removes) (eliminates) deep down dirt and (set in) stains

(Permanently) (removes) (eliminates) tough (pet) stains and odors (on) (insert usage site)

Spot treatment for (pet stains and odors) (insert usage site)

Cleans tough (pet spots) (spots) (and) (pet stains) (stains)

~~(R~~emoves) ~~(E~~liminates) (tough) (dirt) (and) (stains) (pet stains)

Removes dirt, dust, and common allergens** from (insert usage site)

(Permanently) (removes) (eliminates) tough stains like (red wine), (food stains), (fruit juice), (pet messes), (mud/dirt), (ink), (chocolate), (coffee/tea), (cola), (blood), (grease), (motor oil)

(Permanently) removes tough pet stains like (urine), (feces), (vomit), (tracked-in dirt), and (blood)

Removes deep down (dirt), (pet stains), (stains), (&), (pet odors), (odors),

(Permanently) Eliminates tough pet stains like (urine), (feces), (vomit), (tracked-in dirt), and (blood)

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

Eliminates deep down (dirt), (pet stains), (stains), (&), (pet odors), (odors)

Deep down clean(ing)

For a deep (down) clean

Powerful cleaning ability

Cleans (insert usage site)

Cleans everyday (pet) messes

(Removes) (Eliminates) (pet spots) (spots) (and) (stains) without hard scrubbing

No (hard) scrubbing required

(Foam) (Bubbles) work(s) hard on (tough) (dirt) (spots) (and) (stains)

(Foaming action) works hard to (remove) (eliminate) (tough) (dirt) (spots) (and) (stains)

Penetrates to (remove) (eliminate) (deep down) (tough) (dirt) (pet stains) (stains) (and) (Pet odors) (odors)

Penetrates for a (complete) (deep) clean

Specially designed to penetrate (deep down) (tough) (dirt) (pet stains) (stains) (and) (pet odors) (odors)

Leaves (insert usage surfaces) (clean and fresh)

Best (Rug Doctor) formula for cleaning (usage site)

Removes tough dirt and grime

Unbeatable cleaning

Fast and effective cleaning

(removes) (eliminates) tough odors and soils

Cleans the toughest (stains) (and) (soils)

Cleans tough (stains) (and) (soils)

Powerful (penetrating) clean

Deep down cleaning

For a thorough, deep down clean

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

For a deep clean

Cleans beyond the surface

Enhanced cleaning performance

Improve(s)(d) cleaning performance (with sanitization)

Boosts (deep cleaning performance)

Boosts (deep) cleaning

Improve(s) (d) (deep) cleaning performance

Makes deep cleaning more effective

1st step in spot & deep cleaning

Removes tough stains

Cleans and deodorizes (in one step)

Removes (insert stains)

Advanced spot (and stain) cleaning

Cleans all soft surfaces in your home

Eliminates tough stains and odors

(Antimicrobial)/ (Antibacterial) (carpet)/ (soft surface)/ (upholstered surface) (cleaner)/ (cleanser)/ (sanitizer)

(Removes)/ (Eliminates) (pet) odors and stains without (hard) scrubbing

((Removes) (Eliminates)) (insert stains) stains (and odors) without (hard) scrubbing

((Removes) (Eliminates)) (tough) dirt and (pet)/ (insert stains) stains (and odors)

(Antimicrobial)/ (Antibacterial) (Cleaner)/ (Cleanser)

(Antimicrobial)/ (Antibacterial) (Cleaner)/ (Cleanser) for (insert use sites or surfaces) (and more)

(Antimicrobial)/ (Antibacterial) (Sanitizer)

(Antimicrobial)/ (Antibacterial) (Sanitizer) (for insert use sites or surfaces) (and more)

(Antimicrobial) (Antibacterial) treatment for (insert use site or surface) (and more)

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

(Cleaning) (Cleans) (Cleanses) (and) (Sanitizing)/ (Sanitizes) the spots you can't see

(Deep)Cleaning plus (sanitization)

(Permanently) ((removes)/ (eliminates)/ (lifts)) tough stains (and odors) from (insert stains) (and more)

(Permanently) ((removes) (eliminates) (lifts)) tough stains from (insert stains) (and more)

(Permanently) ((removes) (eliminates)) deep down dirt and (set in) (insert stains) stains ((on) (from))
(insert use sites or surfaces) (and more)

(Permanently) ((removes) (eliminates)) tough (pet) stains and odors (on) (from)) (insert use sites or
surfaces) (and more)

(Sanitizes) (and) Removes deep down (dirt), (pet stains) and (pet) odors

(Sanitizes) (and) Removes deep down (dirt), (insert stains) and (pet) (stubborn) odors

Cleans (and sanitizes) without harming (insert use sites or surfaces)

Cleans (and sanitizes) without harsh fumes

A (gentle) (mild) way to (clean) (and) (sanitize) (insert use sites or surfaces)

Cleans (insert use sites or surfaces)

Cleans (tough) ((pet) (stains)) (-and/or (pet) (spots))

Cleans (tough) (insert stains) stains from (use sites or surfaces)

Cleans -and/or sanitizes (pet) -and/or (baby) messes

Cleans everyday (pet) (baby) (kid) (auto) messes

Convenient to use

Deep (down) clean(ing)

Effective cleaning of tough (pet) odors and stains

Effectively (removes) (eliminates) (lifts) tough (dirt) (stains) (spots) (odor) (-and/or (grime))

Eliminates deep down (dirt), (pet stains) and (pet) odors

Eliminates deep down (dirt), (insert stains) and (pet) odors

Fast and effective (pet) (cleaning) (sanitization)

For a (cleaner) (and) (fresher) (sanitized) household

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

For sanitization and) (a) deep (down) clean(ing)

Improves cleaning performance while it (sanitizes)

No (hard) scrubbing required

Non-toxic (formula) (cleaner) (spray) (solution)

Penetrates to (sanitize) ((clean) -and/or (loosen)) (tough) stains (from (insert stains))

Penetrates to (sanitize) -and/or ((clean) (loosen)) tough stains (including (insert stains))

Penetrates, -and/or (sanitizes), -and/or cleans, -and/or loosens (tough) stains (including (insert stains))

Penetrates, (sanitizes) and loosens (tough) stains

Powerful cleaning (ability)

Powerful (stain removal) (cleaning) (and sanitization) that won't harm (insert use sites or surfaces)

Powerful (stain removal) (cleaning) and (sanitization) (of insert use sites or surfaces)

(Sanitize) after exposure to (insert stains)

(Sanitizes) and (permanently) ((removes) (eliminates) (lifts)) tough (pet) stains from (insert stains)

(Sanitizes) and refreshes

Spot treatment for ((pet) (stains)) (-and/or (odors))

Spot treatment for (odors) and (insert stains) stains

Scrub-free formula (sanitizes) (and) (removes) (eliminates) (pet) stains (in one step)

(Permanently Removes (insert stain(s)) from (insert use sites or surfaces) in one step

(Sanitizes) and eliminates odors and (insert stain(s) stains from (insert use sites or surfaces) with the pull of a trigger

(Sanitizes) and eliminates odors and (insert stain(s) stains from (insert use sites or surfaces) in one step

Keep(s) shared (family) spaces clean (and sanitized)

Keep(s) shared (family) spaces like (insert use sites or surfaces) clean (and sanitized)

Ideal for use on (most) soft surfaces

Keep your (car) (ride) (insert use site or surface) fresh (and upholstery sanitized).

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

Cleans and deodorizes all your vehicle's soft surfaces (just as efficiently as it does your carpet)

(Gently) (remove(es)) (eliminate(s)) (lift(s)) (insert stain(s)) (stains)(from) (insert use sites/ surfaces) while killing 99.9% of (bacteria) (without harming baby)

(Gently) (remove(es)) (eliminate(s)) (lift(s)) stains from (baby's) (kids') (pet's) (insert use sites/ surfaces)

(Gently) (remove(es)) (eliminate(s)) (lift(s)) (insert stains) (from) (insert use sites/ surfaces) while killing 99.9% of (bacteria) (without harming baby)

(Kills) (remove(es)) (eliminate(es)) 99.9% of (bacteria*) (and) (allergens**) from (insert use sites/ surfaces) without harming baby

Cleans and sanitizes without harsh fumes

Ideal for use in/on (insert use sites or surfaces)

(Patented) odor neutralizing technology (safely) (remove(s)) (eliminate(s)) (lifts) odors and stains (while it sanitizes) (soft surfaces)

(Patented) odor neutralizing technology (safely) (remove(s)) (eliminate(s)) (lifts) odors and stains from (soft surfaces)

Scientifically engineered to (remove) (lift) (eliminate) stains and sanitize (without harming baby)

Powerful (but gentle) cleaning (action) with no harsh fumes

Powerful (but gentle) cleaning (action) (with fragrance inspired by nature)

(Gently) (remove(es)) (eliminate(s)) (lift(s)) (insert stain(s))stains (from) (insert use sites/ surfaces) while killing 99.9% of (bacteria) (without harming (pets) (cats) (dogs))

(Gently) (remove(es)) (eliminate(s)) (lift(s)) stains from (insert use sites/ surfaces)

(Gently) (remove(es)) (eliminate(s)) (lift(s)) (insert stains) (from) (insert use sites/ surfaces) while killing 99.9% of (bacteria) (without harming (pets) (dogs) (cats))(fur babies)

(Kills) (remove(s)) (eliminate(s)) 99.9% of (bacteria*) (and) (allergens**) from (insert use sites/ surfaces) without harming (dogs) (cats) (pets) (fur babies)

Cleans and sanitizes without harsh (fumes) (chemicals)

Ideal for use in/on (insert use sites or surfaces)

(Patented) odor neutralizing technology (remove(s)) (eliminate(s)) (lifts) odors and stains (while it sanitizes) (soft surfaces which come into contact with (your) (dog(s) (cat(s) (pet(s))

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

(Patented) odor neutralizing technology (remove(s)) (eliminate(s)) (lifts) odors and stains from (soft surfaces which come into contact with (your) (dog(s)) (cat(s)) (pet(s))

(Naturally inspired) (Gentle) Cleaning power (and sanitization) unleashed.

Spray. Clean. Forgive.

(Eliminate(s)) (remove(s)) odors and stains while discouraging marking

Perfect for accidents on (insert use sites or surfaces) (and other soft surfaces)

(Clean(s)), (sanitize(s)), and (extend(s))(protect(s)) the life of your (car) (truck) (auto) interior

3-in 1 (one) formula ((Clean(s)), (sanitize(s)), and (extend(s))(protect(s)) the life of your (car) (truck) (auto) interior

4-in 1 (one) formula Cleans, sanitizes, protects and extends the life of your (car) (truck) (auto) (interior)

(Great) (Ideal) (Perfect) for (road trip) spills (and messes) (and stains) (from (insert stains))

(Removes) (Eliminates) (Lifts) stains and odors from (your) (car's) upholstery

(Removes) (Eliminates) (Lifts) stains and odors from (road trip) (carpool) (accidents) (spills)

(Removes) (Eliminates) (Lifts) food stains and odors from (cars) (trucks) (vehicles) (while it (sanitizes))

(Removes) (Eliminates) (Lifts) stains and odors from (cars) (trucks) (vehicles) (while it (sanitizes))

For (home), (commercial) (and industrial) use

(Effective) (Complete) cleaning (and sanitization),(at an) (affordable price)

Cleans while (killing) (eliminating) (removing) bacteria* (and allergens**)

Formulated to break the bonds of embedded dirt and grease in high-traffic areas and heavily soiled (carpets) (insert use sites or surfaces).

Formulated to (kill) (sanitize) (eliminate) (remove) allergens and bacteria from (soft household surfaces) (insert use sites or surfaces)

Odor neutralizing technology eliminates lingering odors at the source.

Scientifically engineered to (clean) (protect) (deodorize) and eliminate (allergens**) ((and)(bacteria*))

Permanently (removes) (eliminates) (lifts) stains and odors for a longer lasting clean

(Removes) (eliminates) (lifts) stains and odors while reducing common (allergens*) and (dust mite matter*)

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

(Foaming) technology removes odors and stains from pet accidents

Our scientifically engineered formula unleashes (oxygen cleaning boosters) (oxy power) to eliminate odors and stains from (insert use sites, surfaces)

Foaming power scientifically engineered to lift stains from (insert use sites or surfaces) (and) (soft surfaces) without sticky residue

Non-toxic, deodorizing, professional quality antibacterial spray (with spot-bloc technology)

Scientifically engineered to give (insert use sites or surfaces) a lasting (professional quality) clean.

Eliminate(s) tough household stains (and bacteria) from everyday living without harming (insert use sites or surfaces)

Eliminate "yuck". Remove (insert stains) from (soft surfaces (like)) (insert use sites and surfaces)

(Eliminate) (Remove) (Terminate) ("yuck") ("ew") (gross)

(Lift) (Eliminate) (Remove) (insert stains) (stains) from (soft surfaces(like)) (insert use sites and surfaces)

Erase stains from everyday living with ease.

Revive your soft surfaces by (eliminating) (removing) (tough) stains like (insert stains)(and more.)

Keeps (insert usage site or surfaces) (soft and) smelling fresh.

Suitable in all brands of deep cleaning machines

Erase odors from (insert stains) (stains) with (oxy-powered) (oxygen powered) cleaning action.

Powerful cleaning inspired by nature

Tough on stains but won't harm (soft surfaces) (insert use sites or surfaces)

Tough on bacteria* but won't harm (insert use sites or surfaces)

Cleaning power harvested from nature

(Oxygen powered) (Oxy-powered) performance (lifts) (removes) (eliminates) stains while it (kills (99.9% of) bacteria*) (kills bacteria*) (Sanitizes) and eliminates allergens**

Powerful cleaning (action), gentle on (insert use sites and surfaces)

(Deodorizing claims)

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

Kills 99.9% of odor causing bacteria

Reduces and controls (odor-causing) bacteria*

Kill odor-causing bacteria and deodorize for cleaner, longer lasting carpet

Effective as a sanitizing agent against (odor causing) bacteria*

Doesn't just mask (pet) odors

Eliminates (pet) odors (,) doesn't just mask (them)

(Permanently) Eliminates (pet) odors

Freshens the home

Freshens soft surfaces around the home

Freshens (insert usage site or surface)

~~Refreshes~~ Refreshes (insert usage site or surface)

Fresh & Clean

Deodorizes

Freshens

Deodorizes & freshens

Lifts (pet) odors and freshens

Eliminates the toughest (pet) (food) odors at the source

Eliminates odors (and stains from (insert stains))

Eliminates odors (including) (kitchen) (pet) (and) (smoke)

Freshens (insert usage surface)

~~Refreshes~~ Refreshes (insert usage surface)

Leaves (insert usage site) (insert usage surface) deodorized

Full day freshness

For ultimate freshness

Leaves (insert usage site) (insert usage surface) smelling (refreshed) (fresh) (clean)

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

Long lasting freshness

Eliminates odors at the source

Reduces odor causing bacteria (on)(in) (insert usage site) (insert usage surface)

Leaves your (insert usage site)(insert usage surface) free of (pet) odors

Keeps your (insert usage site) (insert usage surface) smelling fresh

Penetrates (deep inside) (insert usage site) (insert usage surface) to eliminate (pet) odors at their source

Neutralizes (pet) odors

Neutralizes (pet) odors in (insert usage site) (insert usage surface)

Neutralizes, reduces, and controls the growth of odor causing bacteria

(Kills) (Eliminates) (Destroys) odor causing bacteria

(Effectively) (~~effective~~Effective to in killing) (kills) odor causing bacteria

Eliminates (pet) odors and (kills) (removes) (gets rid of) the bacteria that cause them

Kills odor causing bacteria on (insert usage site) (insert usage surface)

(Eliminates) (removes) (the toughest) (tough) odors caused by bacteria on (insert usage site) (insert usage surface)

Eliminates (tough odor) (tough odors) (bacterial odor) (bacterial odors) (pet odors) on (insert usage site) (insert usage surface)

(Antimicrobial) (Antibacterial) (action) kills odor causing bacteria

Prevents (buildup of) odors by killing odor causing bacteria on (insert usage site) (insert usage surface)

Kills odor causing household bacteria

Kills (odor causing) bacteria leaving (insert usage site) (insert usage surface) smelling fresh)

Removes tough (pet) odors and soils

Freshens while killing odor causing bacteria

Leaves (rooms) (home(s)) smelling fresh and clean

(Insert usage site) (Insert usage surface) (Pet) Spot and Stain Deodorizer

(Insert usage site) (Insert usage surface) (Pet) Deodorizer

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

(Insert usage site) (Insert usage surface) (Pet) Odor Neutralizer

(Insert usage site) (Insert usage surface) (Pet) Odor Eliminator

(Insert usage site) (Insert usage surface) (Pet) Refresher

Removes odors while cleaning

Eliminates tough stains and odors

Cleans, deodorizes and protects (soft surfaces) (insert use site or surface)

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

(General Usage Claims)

Get a true clean (with) (this product)

Okay (suitable) to use daily

(Okay) (Suitable) for daily use

(Okay) (Suitable) for weekly use

(Okay) (Suitable) for monthly use

(Okay) (Suitable) for regular use

(Okay) (Suitable) for everyday use

(Okay (Suitable) for frequent use

Good for (everyday) touch ups (for your) (tough) (dirt) (and) (stains) (pet stains)

Use daily (in) (on) the (insert usage area) your (family) (and) (pets) touch (the most) often

Use on (soft) surfaces that you and your family come in contact with everyday

Suitable for use on (insert usage site)

Great for use in any room of the house

Use throughout your house

Contains no heavy metals, optical brighteners, or dyes

Bottle contains minimum of X% post-consumer recycled plastic

Dye Free (formula) (technology)

No harsh odor

Suitable for (your) soft surfaces

Compatible with (your) soft surfaces

(Easy) (Gentle) (Mild) on your soft surfaces

Suitable for use on carpets (including nylon & stain resistant carpets)

(Effective) (Works) on carpets

Compatible (with) (on) carpets (including nylon, polyester, & stain resistant carpets)

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

Leaves carpet (clean) (sanitized) for children and pets (when used as directed)

For everyday use

Leaves no (sticky) residue

No (sticky) residue

No Chemical residue

No-Rinse formula

Effective clean you can trust

(Carefully) (Consciously) designed (for home use)

(Ingredients) designed for home use

(Designed) (Developed) for home use

Carefully designed

This product is approved for use on (insert usage site)

Compatible with (insert usage sites)

Use on (insert usage sites) as a spot treatment

Suitable for use on (insert usage site)

Trusted heritage of hydrogen peroxide

Effective cleaning of your carpet

Great cleaning for your carpet

Great cleaning on your carpet

(Great for) (Effective on) (insert usage site)

Proven to work without (fading) (discoloring) (damaging) (insert usage site(s))

Powerful everyday cleaner that remove many spots and stains (including (spaghetti sauce) (coffee) (mud) (wine) (pet stains) (cola) (tea) (food grease))

Color safe (will not) (won't) (harm fabrics)

For use on (insert usage surfaces)

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

(For) use (before), (after) or (in between) (deep) cleanings

Tough on dirt, easy on you

Gentle

Kind

Non-harsh

No (chlorine) bleach

Bleach (free) (alternative)

No harsh chemicals

No (harsh) (strong) (fumes) (chemicals) (residue) (residues)

No worries

A (gentle) (mild) way to (clean,) (and) (sanitize,) (and) (deodorize,) (and) protect)

(Gentle on) (Won't harm) surfaces

(Contains no) (Does not contain) (~~bleach~~ Bleach), (added dyes), (added colors), (perfumes), (VOCs), (ammonia), (phosphates)

Non-corrosive

Eliminates odor causing bacteria*

Great for cleaning up (pet) (baby) (child) (children) (and) (people) messes

Can be used on (insert surfaces) (insert sites)

Color safe, won't harm fabrics

Clean all your worries away

No (fragrance) (perfumes) (dyes)

(Fragrance) (Perfume) free

Dye Free

Improved cleaning for the spots you can't see

Formulated for use on stain resistant carpet

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

No Ammonia

Brightens

Cleans away allergens** and odor

Fragrance Free

Hypoallergenic

Keep clean between deep cleaning(s)

No Bleach

No harsh chemical smells

No harsh fumes

No optical brighteners

No phosphates

No rinsing

No VOCs

Non Toxic

Nontoxic formula inspired by nature

Odorless

Purest home clean

(Sanitize) between deep cleaning(s)

(Sanitize) without (harsh) (chemical) smells

Tough on bacteria* easy on fabrics

Won't harm (insert use surfaces)

CRI Certified

Spot clean (and sanitize) year round

Keep it clean between deep cleanings.

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

(Easy to use claims)

Advanced (formula) (for) (insert usage sites or surfaces)

Dries in (X) minutes

Dries fast on soft surfaces other than carpet

Fast drying on soft surfaces other than carpet

Gentle mist dries in minutes on soft surfaces other than carpet

Can be used anytime

Dual (action) (purpose)

Works on (most) (insert usage sites or surface)

Everyday formula

(Suitable) For everyday use

Multi-Purpose (solution) (formula)

Dual (Triple) Action

Multi-use

(Perfect) for everyday (use) (cleaning) (sanitization)

Spray on (insert usage site) your family comes in contact with daily

Treat (pet) stains, (pet) odors, and allergens**

Treats allergens** and odors from (insert stains) (stains)

Takes care of (insert usage sites) (pet) stains and odors

Fast, easy, and effective cleaning

Easy to use

Leaves no residue

No sticky residue

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

Suitable for use around the (home) (house)

Makes (pet) (cleaning) (sanitization) easier

No rinsing required

No rinse formula

Convenient to use (-cleans and sanitizes)

Ready to use

Simple application

Quick (and Easy)

Keep your home clean

Great for (insert usage sites)

It (foams) (and) (bubbles) so you know it's working

(2 in 1) (3 in 1) (4 in 1) Action (-saves you time)

(All in 1) (2 in 1) (3 in 1) (4 in 1) (5 in 1) (formula)

Easily removes (soils) (and) (stains) (insert stains)

Spot sanitization for you (insert usage site) soft surface(s) other than carpet

Spot sanitization for your carpet

Effective cleaning for you (insert usage site)

Spot cleaning (and sanitization) for you (insert use sites or surfaces)

Spot cleaning for your (insert use sites or surfaces)

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

MARKETING CLAIMS

Try (me) (for) (free) (now) (today)

Save (\$X) now

Bonus (X) (oz)(X%) (more)

New {note to the reviewer: use for 6 months only}

New and Improved {note to the reviewer: use for 6 months only}

Value (size) (pack)

Trial (size) (pack)

(2 in 1) (3 in 1) (4 in 1) (action)

(Dual) (Triple) Action

Advanced

All in 1

Complete clean

Good Value

Great Value

Premium Product

(Fragrance(s))Inspired by nature

Take me with you. (I'm new!)

Get Guest Ready

I work for stains

Pro-power (cleaning action)

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

Optional Fragrances

(Free of) (no) dye and/or perfumes

Aspen Air

Catch a Wave

Pacific Palm

Clean Scent

Daybreak

Everfresh

Fresh Scent

Nature inspired scents

No fragrance added

Ojai Orange

Woodlands

Fragrance Free

Treehouse Swing

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

Optional Marketing Language

All in one formula kills 99.9% of bacteria* and allergens** without scrubbing.

(Sanitizes) without harming (insert use sites or surfaces)

Sanitize and refresh (insert use site) (insert use surface).

Kills 99.9% of bacteria* and allergens without harming (carpet fibers) (insert use sites or surfaces)

Spot clean and sanitize your (insert use surface) (around the home) (and more).

Eliminate pet dander and other common allergens* with ease.

Powerful (antibac) (antibacterial) formula removes stains from (pet accidents),(food), (grease),(dirt), (mud), (insert stains) (and more) (while eliminating 99.9% of bacteria*) (with no sticky residue)

Cleans (and) deodorizes (and protects) most soft surfaces in one simple step.

With a single spray, kill (stinky) (yucky) bacteria* and eliminate allergens* on soft surfaces around the home.

Can be used on (insert use surfaces) and more.

Non-toxic formula can be used around kids and pets (when used as directed).

This ready to use formula eliminates common allergens** and (bacteria*) while lifting stains and eliminating odors from (insert use surfaces) (and more). No harsh fumes.

Be a good guest

Sanitizes and removes allergens and (unpleasant) odors from soft household surfaces like (insert usage sites) (and more). Non-toxic.

(Here) (for) when you need it

Sanitizes and removes allergens and (unpleasant) odors from (insert usage sites or surfaces) (and more). Non-toxic.

(Get) (Be) Guest Ready

Take (it) (me) with you

Purse friendly

Minivan approved

Trial size

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

Travel size

Mom approved

Paw approved

Weekend warrior approved

Love your (kids) (pets) not their (messes) (stains)

Love food, eliminate their lingering odors

Spray. Clean. Entertain.

Spray. Sanitize. Relax.

No sticky residue.

(Be) (Get) Road Trip Ready

(Put your car on) Auto Refresh

(Enjoy a) Fresh Ride

Put your trust back in (insert usage site or surface) after giving it a few quick sprays (with insert product name variation)

Bacteria's been living right under your nose (this whole time). (Time to evict it.)

Evict bacteria.

(Sleep) (Rest) easy (easier) with Antibacterial soft surface protection

Keep (their) (your) space(s) (bacteria*) (allergen**) free (with the pull of a trigger)

TSA Ready

Airport (friendly) (ready)

Carry on (friendly) (ready)

Portable

Easy carry size

Glovebox (ready) (friendly)

Purse mate

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

Soccer mom approved

Tough on (bacteria*) (grime) (dirt) (stains)

Gentle on (soft surfaces) (insert use sites or surfaces)

The smart(er) way to clean and (sanitize)

Instant stain remover

(Insert produce name) instant stain remover (and sanitizer)

Removes some of your toughest fresh food and drink stains (from (insert use sites or surfaces))

Helps remove tough (grease) stains (and bacteria*) while "on the go"

Powerful cleaning action that breaks down stains

Travel without fearing (stains) ((and) bacteria*)

(Eliminates) (Removes) tough odors in (fabric) (upholstery) (insert use sites or surfaces)

Because there's no telling what your (pets) (kids) track into ((the) (your) house) (their beds) (the car)

Because there's no telling what you track into ((the) ((your) house) (your bed) (the car) (the hotel room)

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

ALTERNATE BRAND NAMES

<u>Rug Doctor</u>	<u>Professional</u>	<u>Antibacterial</u>	<u>Soft Surface Sanitizer</u>	
<u>Rug Doctor</u>	<u>Platinum Pure</u>	<u>Antibacterial</u>	<u>Soft Surface Sanitizer</u>	
<u>Rug Doctor</u>	<u>Pure Power</u>	<u>Antibacterial</u>	<u>Soft Surface Sanitizer</u>	
<u>Rug Doctor</u>	<u>Pure</u>	<u>Antibacterial</u>	<u>Soft Surface Sanitizer</u>	
<u>Rug Doctor</u>	<u>Essentials</u>	<u>Antibacterial</u>	<u>Soft Surface Sanitizer</u>	
<u>Rug Doctor</u>	<u>Professional</u>	<u>Antibacterial</u>	<u>Soft Surface Sanitizer</u>	<u>To Go</u>
<u>Rug Doctor</u>	<u>Platinum Pure</u>	<u>Antibacterial</u>	<u>Soft Surface Sanitizer</u>	<u>To Go</u>
<u>Rug Doctor</u>	<u>Pure Power</u>	<u>Antibacterial</u>	<u>Soft Surface Sanitizer</u>	<u>To Go</u>
<u>Rug Doctor</u>	<u>Pure</u>	<u>Antibacterial</u>	<u>Soft Surface Sanitizer</u>	<u>To Go</u>
<u>Rug Doctor</u>	<u>Essentials</u>	<u>Antibacterial</u>	<u>Soft Surface Sanitizer</u>	<u>To Go</u>
<u>Rug Doctor</u>	<u>Professional</u>	<u>Antibacterial</u>	<u>Soft Surface Cleaner</u>	
<u>Rug Doctor</u>	<u>Platinum Pure</u>	<u>Antibacterial</u>	<u>Soft Surface Cleaner</u>	
<u>Rug Doctor</u>	<u>Pure Power</u>	<u>Antibacterial</u>	<u>Soft Surface Cleaner</u>	
<u>Rug Doctor</u>	<u>Pure</u>	<u>Antibacterial</u>	<u>Soft Surface Cleaner</u>	
<u>Rug Doctor</u>	<u>Essentials</u>	<u>Antibacterial</u>	<u>Soft Surface Cleaner</u>	
<u>Rug Doctor</u>	<u>Professional</u>	<u>Antibacterial</u>	<u>Soft Surface Cleaner</u>	<u>To Go</u>
<u>Rug Doctor</u>	<u>Platinum Pure</u>	<u>Antibacterial</u>	<u>Soft Surface Cleaner</u>	<u>To Go</u>
<u>Rug Doctor</u>	<u>Pure Power</u>	<u>Antibacterial</u>	<u>Soft Surface Cleaner</u>	<u>To Go</u>
<u>Rug Doctor</u>	<u>Pure</u>	<u>Antibacterial</u>	<u>Soft Surface Cleaner</u>	<u>To Go</u>
<u>Rug Doctor</u>	<u>Essentials</u>	<u>Antibacterial</u>	<u>Soft Surface Cleaner</u>	<u>To Go</u>
<u>Rug Doctor</u>	<u>Professional</u>	<u>Antibacterial</u>	<u>Sanitizing Spray</u>	
<u>Rug Doctor</u>	<u>Platinum Pure</u>	<u>Antibacterial</u>	<u>Sanitizing Spray</u>	
<u>Rug Doctor</u>	<u>Pure Power</u>	<u>Antibacterial</u>	<u>Sanitizing Spray</u>	
<u>Rug Doctor</u>	<u>Pure</u>	<u>Antibacterial</u>	<u>Sanitizing Spray</u>	
<u>Rug Doctor</u>	<u>Essentials</u>	<u>Antibacterial</u>	<u>Sanitizing Spray</u>	
<u>Rug Doctor</u>	<u>Professional</u>	<u>Antibacterial</u>	<u>Sanitizing Spray</u>	<u>To Go</u>
<u>Rug Doctor</u>	<u>Platinum Pure</u>	<u>Antibacterial</u>	<u>Sanitizing Spray</u>	<u>To Go</u>
<u>Rug Doctor</u>	<u>Pure Power</u>	<u>Antibacterial</u>	<u>Sanitizing Spray</u>	<u>To Go</u>
<u>Rug Doctor</u>	<u>Pure</u>	<u>Antibacterial</u>	<u>Sanitizing Spray</u>	<u>To Go</u>
<u>Rug Doctor</u>	<u>Essentials</u>	<u>Antibacterial</u>	<u>Sanitizing Spray</u>	<u>To Go</u>
<u>Rug Doctor</u>	<u>Professional</u>	<u>Antibacterial</u>	<u>for Pet Stains</u>	
<u>Rug Doctor</u>	<u>Platinum Pure</u>	<u>Antibacterial</u>	<u>for Pet Stains</u>	
<u>Rug Doctor</u>	<u>Pure Power</u>	<u>Antibacterial</u>	<u>for Pet Stains</u>	
<u>Rug Doctor</u>	<u>Pure</u>	<u>Antibacterial</u>	<u>for Pet Stains</u>	
<u>Rug Doctor</u>	<u>Essentials</u>	<u>Antibacterial</u>	<u>for Pet Stains</u>	
<u>Rug Doctor</u>	<u>Professional</u>	<u>Antibacterial</u>	<u>for Pet Stains</u>	<u>To Go</u>
<u>Rug Doctor</u>	<u>Platinum Pure</u>	<u>Antibacterial</u>	<u>for Pet Stains</u>	<u>To Go</u>
<u>Rug Doctor</u>	<u>Pure Power</u>	<u>Antibacterial</u>	<u>for Pet Stains</u>	<u>To Go</u>
<u>Rug Doctor</u>	<u>Pure</u>	<u>Antibacterial</u>	<u>for Pet Stains</u>	<u>To Go</u>
<u>Rug Doctor</u>	<u>Essentials</u>	<u>Antibacterial</u>	<u>for Pet Stains</u>	<u>To Go</u>

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

<u>Rug Doctor</u>	<u>Professional</u>	<u>Antibacterial</u>	<u>Automotive Sanitizer</u>	
<u>Rug Doctor</u>	<u>Platinum Pure</u>	<u>Antibacterial</u>	<u>Automotive Sanitizer</u>	
<u>Rug Doctor</u>	<u>Pure Power</u>	<u>Antibacterial</u>	<u>Automotive Sanitizer</u>	
<u>Rug Doctor</u>	<u>Pure</u>	<u>Antibacterial</u>	<u>Automotive Sanitizer</u>	
<u>Rug Doctor</u>	<u>Essentials</u>	<u>Antibacterial</u>	<u>Automotive Sanitizer</u>	
<u>Rug Doctor</u>	<u>Professional</u>	<u>Antibacterial</u>	<u>Automotive Sanitizer</u>	<u>To Go</u>
<u>Rug Doctor</u>	<u>Platinum Pure</u>	<u>Antibacterial</u>	<u>Automotive Sanitizer</u>	<u>To Go</u>
<u>Rug Doctor</u>	<u>Pure Power</u>	<u>Antibacterial</u>	<u>Automotive Sanitizer</u>	<u>To Go</u>
<u>Rug Doctor</u>	<u>Pure</u>	<u>Antibacterial</u>	<u>Automotive Sanitizer</u>	<u>To Go</u>
<u>Rug Doctor</u>	<u>Essentials</u>	<u>Antibacterial</u>	<u>Automotive Sanitizer</u>	<u>To Go</u>
<u>Rug Doctor</u>	<u>Professional</u>	<u>Antibacterial</u>	<u>Multi-Surface Sanitizer</u>	
<u>Rug Doctor</u>	<u>Platinum Pure</u>	<u>Antibacterial</u>	<u>Multi-Surface Sanitizer</u>	
<u>Rug Doctor</u>	<u>Pure Power</u>	<u>Antibacterial</u>	<u>Multi-Surface Sanitizer</u>	
<u>Rug Doctor</u>	<u>Pure</u>	<u>Antibacterial</u>	<u>Multi-Surface Sanitizer</u>	
<u>Rug Doctor</u>	<u>Essentials</u>	<u>Antibacterial</u>	<u>Multi-Surface Sanitizer</u>	
<u>Rug Doctor</u>	<u>Professional</u>	<u>Antibacterial</u>	<u>Multi-Surface Sanitizer</u>	<u>To Go</u>
<u>Rug Doctor</u>	<u>Platinum Pure</u>	<u>Antibacterial</u>	<u>Multi-Surface Sanitizer</u>	<u>To Go</u>
<u>Rug Doctor</u>	<u>Pure Power</u>	<u>Antibacterial</u>	<u>Multi-Surface Sanitizer</u>	<u>To Go</u>
<u>Rug Doctor</u>	<u>Pure</u>	<u>Antibacterial</u>	<u>Multi-Surface Sanitizer</u>	<u>To Go</u>
<u>Rug Doctor</u>	<u>Essentials</u>	<u>Antibacterial</u>	<u>Multi-Surface Sanitizer</u>	<u>To Go</u>

PROCESSING REQUEST

Reg # 49158-1

Decision # 519007

Description:

Electronic Label & Letter
(see PPLS):

OR

Non Electronic
Label & Letter
(Scanning required):

☐ Dated:

☐ Dated:

Only one label type should be selected

Other Materials Sent (see jacket):

☒ New CSF(s) Dated: 04/10/2014, 6/21/2016

☒ Other: Notif. Letter.

File this coversheet and attached materials in the jacket. It must be well organized and clipped together, NOT STAPLED. Then give the jacket with the coversheet and materials to staff in the Information Services Center (ISC) (Room S-4900). If a jacket is full or only available as an image, please file materials in a new jacket and bring it down to the (ISC). For further information please call 703-605-0716.

Reviewer: Emilia Oiguenblik

Division: OPP AD

Phone: 703 347 0199

Date:



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

July 29, 2016

David Swain
Agent for Rug Doctor, LLC
415C Axminster Drive
Fenton, MO 63026

Subject: CSF Notification per PRN 98-10 – Revised Alternate CSFs 1 and 2
Product Name: Rug Doctor Antibacterial Carpet Cleaner
EPA Registration Number: 49158-1
Application Date: June 21, 2016
Decision Number: 519007

Dear Mr. Swain:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10. The Antimicrobials Division (AD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the actions requested fall within the scope of PRN 98-10. The CSFs submitted with your application have been stamped "Notification" and placed in our files.

Please note that the record for this product currently contains the following CSFs:

- Basic CSF dated 04/10/2014
- Alternate CSF 1 dated 06/21/2016
- Alternate CSF 2 dated 06/21/2016

Any CSFs other than those listed above are superseded/no longer valid. If you have any questions, please contact Emilia Oiguenblik by phone at (703) 347-0199 or via email at Oiguenblik.emilia@epa.gov.

Sincerely,

A handwritten signature in black ink, appearing to read "Julie Chao".

Julie Chao, Product Manager 33
Regulatory Management Branch 1
Antimicrobials Division (7510P)
Office of Pesticide Programs



Statement of Registrant

As the registrant of EPA Reg. No. 49158-1 (Rug Doctor Antibacterial Carpet Cleaner), I am aware that it is my responsibility to ensure that

- 1) this product meets the terms of the OPP Pilot Fragrance Notification Program and
- 2) EPA has access to complete and accurate formulation information for the pesticide.

I acknowledge that if this product does not meet the terms of the OPP Pilot Fragrance Notification Program, including the requirement that all fragrance ingredients are on the FIL, then the sale or distribution of this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under Sections 12 and 14 of FIFRA.

A handwritten signature in cursive script, appearing to read "Susan Natoli", written over a horizontal line.

Rug Doctor, Inc.
Susan Natoli
415-C Axminister Dr.
Fenton, MO 63026

A handwritten date "JUNE 13, 2016" written in cursive script over a horizontal line.

Date



United States
Environmental Protection Agency
Washington, DC 20460
Formulator's Exemption Statement
(40 CFR 152.85)

Applicant's Name and Address

Rug Doctor, LLC.
415C Axminster Drive
Fenton, MO 63026

EPA File Symbol/Registration Number

49158-1

Product Name

Rug Doctor Antibacterial Carpet Cleaner

Date of Confidential Statement of Formula (EPA Form 8570-4)

06/21/2016

As an authorized representative of the applicant for registration of the product identified above, I certify that:

(1) This product contains the following active ingredient(s):

Hydrogen Peroxide

(2) Of these, each active ingredient listed in paragraph (4) is present solely as the result of the use of that active ingredient in the manufacturing, formulation or repackaging another product which contains that active ingredient which is registered under FIFRA Section 3, is purchased by us from another producer, and is labeled for at least each use for which my product is proposed to be labeled.

(3) Indicate by checking (A) or (B) below which paragraph applies:

☐ (A) An accurate Confidential Statement of Formula (EPA FORM 8570-4) for the above identified product is attached to this statement. That formula statement indicates, by company name, registration number, and product name, the source of the active ingredient(s) listed in paragraph (1).

OR

☒ (B) The Confidential Statement of Formula (CSF) (EPA Form 8570-4) referenced above and on file with the EPA is complete, current, and accurate and contains the information required on the current CSF.

(4) The following active ingredients in this product qualify for the formulator's exemption.

Source

Active Ingredient	Product Name	Registration Number
Hydrogen Peroxide (31%)		
Signature	Name and Title David Swain, Agent	Date 06/21/2016

dswain@srcconsultants.com

From: dswain@srcconsultants.com
Sent: Thursday, April 10, 2014 8:47 AM
To: 'negrón,juan@epa.gov'
Cc: Swindell, Marshall; johnson.zebora@epa.gov
Subject: Rug Doctor Revised CSF for 49158-R
Attachments: 04a CSF RD AB Carpet 49158-R Basic 041014a.pdf

Hi Juan,

Thanks for your call today. Please find attached the revised CSF with the changes we spoke about on the phone.

Let me know if you have any questions, I will be in the office until 5 pm eastern today.

Best regards,

David

David M. Swain
Scientific & Regulatory Consultants, Inc.
P.O. Box 1014
Columbia City, IN 46725
Phone: 260-244-6270
Fax: 260-244-6273
E-mail: dswain@srcconsultants.com
Web site: www.srcconsultants.com

This email is intended for the use of the addressee(s) only and may contain privileged, confidential, or proprietary information that is exempt from disclosure under law. If you have received this message in error, please inform us promptly by return email then destroy any printed copy. Thank you.

Basic CSF (revised) dated April 10, 2014

Scientific & Regulatory Consultants, Inc.

June 21, 2016

Ms. Julie Chao
Office of Pesticide Programs (7504P)
Document Processing Desk (NOTIF)
EPA
Room S-4900, 4th Floor
One Potomac Yard
2777 S Crystal Drive
Arlington, VA 22202

SUBJECT: **Pilot Fragrance Notification Program**
Rug Doctor Antibacterial Carpet Cleaner (EPA Reg. No. 49158-1)

Dear Ms. Chao:

On behalf of Rug Doctor, LLC. (Rug Doctor), we are submitting an action for Rug Doctor Antibacterial Carpet Cleaner (EPA Reg. No. 49158-1). This action is the submission of four (4) additional fragrances and is eligible for the Pilot Fragrance Notification Program. The required certification letters for the new fragrances are enclosed. **This is not a PRIA Action so no fee is required.**

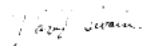
The revised CSFs utilize two concentrations of the new fragrances. The concentrations are the same as the already approved fragrance on Alternate #1 and Alternate #2. Therefore, the two alternate CSFs are enclosed to incorporate the new fragrances – Alternate #1 and Alternate #2. The following lists the approved CSFs following approval of this notification.

Product Name: Rug Doctor Antibacterial Carpet Cleaner
EPA Registration Number: 49158-1

- Basic CSF dated 4/10/2014
- Alternate CSF 1 dated 06/21/2016
- Alternate CSF 2 dated 06/21/2016

For any questions or clarification, please contact me immediately at 260-244-6270 or via email at dswain@srcconsultants.com.

Sincerely,



David Swain
Agent for Rug Doctor, LLC.
cc: S. Natoli

Rug Doctor Antibacterial Carpet Cleaner

EPA Reg. No. 49158-1

TRANSMITTAL DOCUMENT

1. Name and address of Submitter:

Scientific & Regulatory Consultants, Inc.
201 W. Van Buren St.
Columbia City, IN 46750

AGENT FOR:

Rug Doctor, LLC.
415C Axminster Drive
Fenton, MO 63026

2. Regulatory action in support of which this package is submitted:

Action to add four new fragrances per the OPP Pilot Fragrance Notification Program

3. Transmittal date:

June 21, 2016

4. Volume 1 Administrative Materials:

- A) Cover letter
- B) EPA Form 8570-1 - Application
- C) EPA Form 8570-27 – Formulators' Exemption
- D) Supplier and registrant certifications for OPP Pilot Fragrance Notification Program
- E) Two copies of revised Confidential Statements of Formula (Alternate (1) and Alternate (2))

Company Official : David Swain



Agent for Rug Doctor, LLC.



Company Name: Rug Doctor, LLC.

Company Contact: David Swain

Phone: (260) 244-6270

Fax: (260)-244-6273

dswain@srcconsultants.com

 <div style="display: inline-block; vertical-align: middle;"> United States Environmental Protection Agency Washington, DC 20460 </div>		<input type="checkbox"/> Registration <input type="checkbox"/> Amendment <input checked="" type="checkbox"/> Other	OPP Identifier Number
Application for Pesticide - Section I			
1. Company/Product Number 49158-1		2. EPA Product Manager J. Chao	
4. Company/Product (Name) Rug Doctor Antibacterial Carpet Cleaner		3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted	
5. Name and Address of Applicant (Include ZIP Code) Rug Doctor, LLC. 415C Axminster Drive Fenton, MO 63026 <input type="checkbox"/> Check if this is a new address		6. Expedited Review. In accordance with FIFRA Section 3(c)(3) (b)(i), my product is similar or identical in composition and labeling to: EPA Reg. No. _____ Product Name _____	
Section - II			
<input type="checkbox"/> Amendment - Explain below.		<input type="checkbox"/> Final printed labels in response to Agency letter dated _____	
<input type="checkbox"/> Resubmission in response to Agency letter dated _____		<input type="checkbox"/> "Me Too" Application. _____	
<input checked="" type="checkbox"/> Notification - Explain below.		<input type="checkbox"/> Other - Explain below.	
Explanation: Use additional page(s) if necessary. (For Section I and Section II.) This notification is to revise Alternate Confidential Statements of Formula (CSFs) with four new fragrances. These fragrances are eligible for the Fragrance Notification Pilot Program and the required certification statements are enclosed. No data is submitted, therefore NO PRIA fee required.			
Section - III			
1. Material This Product Will Be Packaged In:			
Child-Resistant Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "Yes" Unit Packaging wgt. _____ No. per container _____	Water Soluble Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "Yes" Package wgt _____ No. per container _____	2. Type of Container <input type="checkbox"/> Metal <input checked="" type="checkbox"/> Plastic <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input type="checkbox"/> Other (Specify) _____
3. Location of Net Contents Information <input checked="" type="checkbox"/> Label <input type="checkbox"/> Container		4. Size(s) Retail Container 16 oz., 17 oz., 24 oz.	
5. Location of Label Directions <input checked="" type="checkbox"/> On Label <input type="checkbox"/> On Label accompanying product		6. Manner in Which Label is Affixed to Product <input checked="" type="checkbox"/> Lithograph <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled <input type="checkbox"/> Other _____	
Section - IV			
1. Contact Person (Complete items directly below for identification of individual to be contacted, if necessary, to process this application.)			
Name David Swain		Title Agent for Rug Doctor, LLC. Telephone No. (Include Area Code) 260-244-6270	
Certification I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.			6. Date Application Received (Stamped)
2. Signature 		3. Title Agent for Rug Doctor, LLC.	
5. Typed Name David Swain		5. Date 06/21/2016	



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

December 3, 2015

David Swain
Rug Doctor, LLC
415C Axminister Drive
Fenton, MO 63026

Subject: CSF Notification per PRN 98-10 - Revised Basic CSF and Alternate CSFs 1 and 2
Product Name: Rug Doctor Antimicrobial Carpet Cleaner
EPA Registration Number: 49158-1
Application Date: October 26, 2015
Decision Number: 510699

Dear Mr. Swain:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10. The Antimicrobials Division (AD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the actions requested fall within the scope of PRN 98-10. The CSFs submitted with your application have been stamped "Notification" and placed in our files.

Please note that the record for this product currently contains the following CSFs:

- Basic CSF dated October 29, 2013
- Alternate CSF 1 dated October 26, 2015
- Alternate CSF 2 dated October 26, 2015

Any CSFs other than those listed above are superseded/no longer valid. If you have any questions, please contact Terria Northern by phone at 703-347-0265, or via email at northern.terria@epa.gov.

Sincerely,

A handwritten signature in black ink, appearing to be "Julie Chao", written over a horizontal line.

for

Julie Chao, Product Manager 33
Regulatory Management Branch I
Antimicrobials Division (7510P)
Office of Pesticide Programs

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY

WASHINGTON, D.C. 20460

United States
Environmental Protection
AgencyOffice of Pesticide Programs

Antimicrobials Division (AD)

11/12/2015

EPA Reg#: 49158-1		DP Barcode: 429946	
		Submission #: 976249	E-Sub#:
Product name: Rug Doctor Antimicrobial Carpet Cleaner		Registrant: Rug Doctor LLC	
Reviewer's name: Narayanan Parthasarathy		AD/PSB/CTT- Product Chemistry Review	
Agency due date: 11/26/2015		PSB received date: 11/06/2015	
CTT received date: 11/10/2015		Science received date: 11/10/2015	
Formulation type: EP		Pesticide classification: Antimicrobial	
Integrated system: <input type="checkbox"/>	Nonintegrated system: <input checked="" type="checkbox"/>	Food use: <input type="checkbox"/>	Nonfood use: <input checked="" type="checkbox"/>
Action Code: 362		Date Completed: 11/12/2015	
PC Code(s)	CAS #(s)	Active Ingredient Names	% wt (label)
000595	7722-84-1	Hydrogen Peroxide	4.85%
Molecular Structure (Optional)			
HO—OH			
MRID(s): N/A			
Approver: Karen P. Hicks		Approved date: 12/01/2015	
Guideline:			
Comments:			

WPH
107
12/01/2015

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460



United States
Environmental Protection
Agency

Office of Pesticide Programs

Antimicrobials Division (AD)

11/12/2015

MEMORANDUM

Subject: Product Chemistry Review for EPA Reg # **49158-1**
Product Name: **Rug Doctor Antimicrobial Carpet Cleaner**
DP Barcode: **429946**

From: Narayanan Parthasarathy, Chemist
Product Science Branch, CT Team
Antimicrobials Division (7510P)

A handwritten signature in black ink, appearing to read 'N. Parthasarathy'.

Thru: Karen P. Hicks, CT Team Leader
Product Science Branch
Antimicrobials Division (7510P)

A handwritten signature in black ink, appearing to read 'K. Hicks'.

To: Julie Chao, RM33/ Terria Northern
Regulatory Management Branch II
Antimicrobials Division (7510P)

APPLICANT: Rug Doctor LLC

Action code: 362

Formulation from Label

Active Ingredients

% by wt.

Hydrogen Peroxide-----4.85%

BACKGROUND: On behalf of the registrant, **Rug Doctor, LLC**, the consultant, **Scientific & Regulatory Consultants Inc.**, is submitting Alternate Formulations to support the product, **Rug Doctor Antimicrobial Carpet Cleaner, EPA Reg # 49158-1. This antimicrobial, end-use, non-integrated, non-food use product is formulated as an antibacterial carpet cleaner.**

Supporting Documents:


- 1) Cover Letter (10/26/2015).
- 2) EPA Form 8570-1- Application Form.
- 3) EPA Form 8570-27- Formulators' Exemption.
- 4) Fragrance Certification Letter from the Supplier (10/13/2015).
- 5) Fragrance Certification Letter from the Registrant (10/14/2015).
- 6) Reference Basic CSF (04/10/2014).
- 7) Alternate CSF #1 (10/26/2015).
- 8) Alternate CSF #2 (10/26/2015).

FINDINGS:

- 1) Proposed Alt CSF #1 & 2 (10/26/2015) contain a new inert fragrance.
- 2) Proposed Alt CSF #1 & 2 (10/26/2015) contain the same Active Ingredient (AI) as in the original formulation. Furthermore, there is no change in the concentration of the AI.
- 3) The concentration of the AI is in agreement with the label.
- 4) All certified limits meet the EPA 40CFR certified limits.

CONCLUSIONS:

The proposed Alternate CSFs #1 &2 (10/26/2015) are acceptable.

	United States Environmental Protection Agency Washington, DC 20460	<input type="checkbox"/> Registration <input type="checkbox"/> Amendment <input checked="" type="checkbox"/> Other	OPP Identifier Number
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Application for Pesticide - Section I

1. Company/Product Number 49158-1	2. EPA Product Manager J. Chao	3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) Rug Doctor Antibacterial Carpet Cleaner	PM # 33	
5. Name and Address of Applicant (Include ZIP Code) Rug Doctor, LLC. 415C Axminster Drive Fenton, MO 63026 <input type="checkbox"/> Check if this is a new address		6. Expedited Review. In accordance with FIFRA Section 3(c)(3) (b)(i), my product is similar or identical in composition and labeling to: EPA Reg. No. _____ Product Name _____

Section - II

<input type="checkbox"/> Amendment - Explain below. <input type="checkbox"/> Resubmission in response to Agency letter dated _____ <input checked="" type="checkbox"/> Notification - Explain below.	<input type="checkbox"/> Final printed labels in response to Agency letter dated _____ <input type="checkbox"/> "Me Too" Application. <input type="checkbox"/> Other - Explain below.
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Explanation: Use additional page(s) if necessary. (For Section I and Section II.)

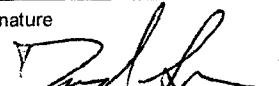
This notification is to add Alternate Confidential Statements of Formula (CSFs) with a fragrance. This fragrance is eligible for the Fragrance Notification Pilot Program and the required certification statements are enclosed.

No data is submitted, therefore NO PRIA fee required.

Section - III

1. Material This Product Will Be Packaged In:					
Child-Resistant Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Water Soluble Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	2. Type of Container <input checked="" type="checkbox"/> Metal <input type="checkbox"/> Plastic <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input type="checkbox"/> Other (Specify) _____		
* Certification must be submitted		If "Yes" Unit Packaging wgt.	No. per container	If "Yes" Package wgt	No. per container
3. Location of Net Contents Information <input checked="" type="checkbox"/> Label <input type="checkbox"/> Container		4. Size(s) Retail Container 16 oz., 17 oz., 24 oz.		5. Location of Label Directions <input checked="" type="checkbox"/> On Label <input type="checkbox"/> On Label accompanying product	
6. Manner in Which Label is Affixed to Product <input checked="" type="checkbox"/> Lithograph <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled <input type="checkbox"/> Other _____					

Section - IV

1. Contact Person (Complete items directly below for identification of individual to be contacted, if necessary, to process this application.)		
Name David Swain	Title Agent for Rug Doctor, LLC.	Telephone No. (Include Area Code) 260-244-6270
Certification I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.		6. Date Application Received <div style="border: 1px solid black; width: 100px; height: 100px; margin: 0 auto;"></div> (Stamped)
2. Signature 	3. Title Agent for Rug Doctor, LLC.	
5. Typed Name David Swain	5. Date 10/26/2015	



United States
Environmental Protection Agency
Washington, DC 20460
Formulator's Exemption Statement
(40 CFR 152.85)

Applicant's Name and Address Rug Doctor, LLC. 415C Axminster Drive Fenton, MO 63026	EPA File Symbol/Registration Number 49158-1 Product Name Rug Doctor Antibacterial Carpet Cleaner Date of Confidential Statement of Formula (EPA Form 8570-4) 10/26/2015
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As an authorized representative of the applicant for registration of the product identified above, I certify that:

(1) This product contains the following active ingredient(s):

Hydrogen Peroxide

(2) Of these, each active ingredient listed in paragraph (4) is present solely as the result of the use of that active ingredient in the manufacturing, formulation or repackaging another product which contains that active ingredient which is registered under FIFRA Section 3, is purchased by us from another producer, and is labeled for at least each use for which my product is proposed to be labeled.

(3) Indicate by checking (A) or (B) below which paragraph applies:

☐ (A) An accurate Confidential Statement of Formula (EPA FORM 8570-4) for the above identified product is attached to this statement. That formula statement indicates, by company name, registration number, and product name, the source of the active ingredient(s) listed in paragraph (1).

OR

☒ (B) The Confidential Statement of Formula (CSF) (EPA Form 8570-4) referenced above and on file with the EPA is complete, current, and accurate and contains the information required on the current CSF.

(4) The following active ingredients in this product qualify for the formulator's exemption.

Source

Active Ingredient	Product Name	Registration Number
Hydrogen Peroxide (31%)	[REDACTED]	[REDACTED]

Signature 	Name and Title David Swain, Agent	Date 10/26/2015
----------------------	---	---------------------------

Scientific & Regulatory Consultants, Inc.

October 26, 2015

Ms. Julie Chao
Office of Pesticide Programs (7504P)
Document Processing Desk (NOTIF)
EPA
Room S-4900, 4th Floor
One Potomac Yard
2777 S Crystal Drive
Arlington, VA 22202

SUBJECT: **Pilot Fragrance Notification Program**
Rug Doctor Antibacterial Carpet Cleaner (EPA Reg. No. 49158-1)

Dear Ms. Chao:

On behalf of Rug Doctor, LLC. (Rug Doctor), we are submitting an action for Rug Doctor Antibacterial Carpet Cleaner (EPA Reg. No. 49158-1). This action is the submission of one (1) additional fragrance and is eligible for the Pilot Fragrance Notification Program. The required certification letters for the new fragrance are enclosed. **This is not a PRIA Action so no fee is required.**

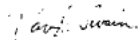
The revised CSFs utilize two concentrations of the new fragrance. Therefore, two additional alternate CSFs are enclosed to incorporate the new fragrance – Alternate #1 and Alternate #2. The following lists the approved CSFs following approval of this notification.

Product Name: Rug Doctor Antibacterial Carpet Cleaner
EPA Registration Number: 49158-1

- Basic CSF dated 4/10/2014
- Alternate CSF 1 dated 10/26/2015
- Alternate CSF 2 dated 10/26/2015

For any questions or clarification, please contact me immediately at 260-244-6270 or via email at dswain@srcconsultants.com.

Sincerely,



David Swain
Agent for Rug Doctor, LLC.
cc: J. Bopp

Rug Doctor Antibacterial Carpet Cleaner

EPA Reg. No. 49158-1

TRANSMITTAL DOCUMENT

1. Name and address of Submitter:

Scientific & Regulatory Consultants, Inc.
201 W. Van Buren St.
Columbia City, IN 46750

AGENT FOR:

Rug Doctor, LLC.
415C Axminister Drive
Fenton, MO 63026

2. Regulatory action in support of which this package is submitted:

Action to add fragrances per the OPP Pilot Fragrance Notification Program

3. Transmittal date:

October 26, 2015

4. Volume 1 Administrative Materials:

- A) Cover letter
- B) EPA Form 8570-1 - Application
- C) EPA Form 8570-27 – Formulators' Exemption
- D) Supplier and registrant certifications for OPP Pilot Fragrance Notification Program
- E) Two copies of new Confidential Statements of Formula (2 new alternate CSFs – Alternate (1) and Alternate (2))

Company Official : David Swain



Agent for Rug Doctor, LLC.

Company Name: Rug Doctor, LLC.

Company Contact: David Swain

Phone: (260) 244-6270

Fax: (260)-244-6273

dswain@srcconsultants.com



Statement of Registrant

As the registrant of EPA Reg. No. 49158-1 (Rug Doctor Antibacterial Carpet Cleaner), I am aware that it is my responsibility to ensure that

- 1) this product meets the terms of the OPP Pilot Fragrance Notification Program and
- 2) EPA has access to complete and accurate formulation information for the pesticide.

I acknowledge that if this product does not meet the terms of the OPP Pilot Fragrance Notification Program, including the requirement that all fragrance ingredients are on the FIL, then the sale or distribution of this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under Sections 12 and 14 of FIFRA.

Rug Doctor, LLC
Jennifer Bopp
415-C Axminister Dr.
Fenton, MO 63026

Date

415 C Axminister Drive
Fenton, MO 63026-2941

Bus: 636.717.2000
Fax: 636.717.2001

www.rugdoctor.com

Manufacturing, Sales and Rental of Carpet Cleaning and Floor Care Products

Parthasarathy, Narayanan

From: dswain@srcconsultants.com
Sent: Thursday, November 12, 2015 11:57 AM
To: Parthasarathy, Narayanan
Subject: RE: Reg #49158-1_Rug Doctor Antimicrobial Carpet Cleaner
Attachments: 04a CSF RD AB Carpet 49158-R Basic 041014a.pdf

Good morning Narayanan,

Here is the CSF dated 4/10/2014. It was approved with the initial registration.

Please let me know if you have any other questions.

Best regards,

David Swain

Scientific & Regulatory Consultants, Inc.
201 W. Van Buren Street | Columbia City, IN 46725
www.srcconsultants.com | 260.244.6270

This e-mail is intended for the use of the addressee(s) only and may contain privileged, confidential, or proprietary information exempt from disclosure under law. If you have received this message in error, please inform us promptly by reply e-mail, then delete the e-mail and destroy any printed copy.

From: Parthasarathy, Narayanan [mailto:Parthasarathy.Narayanan@epa.gov]
Sent: Thursday, November 12, 2015 11:51 AM
To: dswain@srcconsultants.com
Subject: Reg #49158-1_Rug Doctor Antimicrobial Carpet Cleaner

David Swain:

I am reviewing the above for Product Chemistry.

Please send me the Basic CSF dated 4/10/2014.

This was mentioned in your cover letter which had been previously approved by the Agency.

Thanks

Sincerely

Narayanan Parthasarathy

Narayanan Parthasarathy, Chemist
703-347-8075

Antimicrobial Division
Room: S-8842
Mail Code 7510 P
2777 South Crystal Drive
Arlington, VA 22202

DECISION PKG. NO. 491882
SUBMISSION BAR CODE # 953280

SUBM. DUE DATE 7/6/14
REVIEWER J. JOHNSON

CODING FORM FOR APPLICATIONS FOR REGISTRATION/AMENDMENTS

FILE SYMBOL/REG NO. 49158-1 PM 33 ACTION CODE 332

DESCRIPTOR Notification - Labeling FQPA NFQPA

[] CHILD RESISTANT PACKAGING; [] REQUIRED [] NOT REQUIRED
REGISTRATION TYPE: [] CONDITIONAL [] UNCONDITIONAL [] RESTRICTED USE

DATE ON APPLICATION 6/5/14 EPA RECEIVE DATE 6/6/14 PM RECEIVE DATE 6/12/14

METHOD OF SUPPORT FORMULATORS EXEMPTION
[] CITE-ALL [] SELECTIVE [] SUBMITTED [] NOT SUBMITTED
[] NOT SUBMITTED [] N/A [] N/A

REVIEW(S) REQUESTED	DATA PACK #	DATE SENT	DUE DATE	DATE RETURNED
CHEMISTRY				
EFFICACY				
ACUTE TOX.				
RASSB TOX.				
ENVIRON. FATE				
FISH/WILDLIFE				
OTHER:				

STATUS _____

RESPONSE CODE 1156

RESPONSE DATE 7/2/14

SCIENCE GROUP	DIVISION	BRANCH	SECTION	CSF Y/N	LABEL Y/N
CHEMISTRY	AD	EASSB	CTT		
EFFICACY	AD	EASSB	EET		

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460



Office of Pesticide Programs

Rug Doctor, LLC
415C Axminster Drive
Fenton, MO 63026

JUL 7 2014

Attention: David Swain

Subject: Rug Doctor Antibacterial Carpet Cleaner
EPA Registration No: 49158-1
Notification Dated: June 5, 2014

This will acknowledge receipt of your notification, submitted under the provisions of the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA)

Proposed Notification

- To make minor label changes

General Comments

Base on a review of the submitted material, the following comments apply:

The Notification dated June 5, 2014, 2014 to correct typographical errors and add optional statements is acceptable. A copy of this letter has been placed in your file.

If you have any questions concerning this letter, please contact Zebora Johnson at (703) 308-7080.

Sincerely

A handwritten signature in black ink, appearing to read "Zebora M. Johnson".

Zebora M. Johnson
Information Management Specialist
Regulatory Management Branch I, Team 33
Antimicrobial's Division (7501P)



United States
Environmental Protection Agency
Washington, DC 20460

☐ Registration
☐ Amendment
☒ Other

OPP Identifier Number

Application for Pesticide - Section I

1. Company/Product Number 49158-1	2. EPA Product Manager M. Swindell	3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) Rug Doctor Antibacterial Carpet Cleaner	PM # 33	
5. Name and Address of Applicant (Include ZIP Code) Rug Doctor, LLC. 415C Axminster Drive Fenton, MO 63026 <input type="checkbox"/> Check if this is a new address	6. Expedited Review. In accordance with FIFRA Section 3(c)(3) (b)(i), my product is similar or identical in composition and labeling to: EPA Reg. No. _____ Product Name _____	

Section - II

<input type="checkbox"/> Amendment - Explain below.	<input type="checkbox"/> Final printed labels in response to Agency letter dated _____
<input type="checkbox"/> Resubmission in response to Agency letter dated _____	<input type="checkbox"/> "Me Too" Application.
<input checked="" type="checkbox"/> Notification - Explain below.	<input type="checkbox"/> Other - Explain below.

Explanation: Use additional page(s) if necessary. (For Section I and Section II.)

Notification per PR Notice 98-10 to correct typographical errors and add optional statements. This is not a PRIA action, thus no fee is submitted.

Please contact David Swain by phone (260-244-6270) or email (dswain@srconsultants.com) with any questions regarding this action.

Section - III

1. Material This Product Will Be Packaged In:					
Child-Resistant Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No		Water Soluble Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No		2. Type of Container <input type="checkbox"/> Metal <input type="checkbox"/> Plastic <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input type="checkbox"/> Other (Specify) _____
* Certification must be submitted		If "Yes" Unit Packaging wgt.	No. per container	If "Yes" Package wgt	No. per container
3. Location of Net Contents Information <input type="checkbox"/> Label <input type="checkbox"/> Container		4. Size(s) Retail Container		5. Location of Label Directions <input type="checkbox"/> On Label <input type="checkbox"/> On Label accompanying product	
6. Manner in Which Label is Affixed to Product <input type="checkbox"/> Lithograph <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled			<input type="checkbox"/> Other _____		

Section - IV

1. Contact Person (Complete items directly below for identification of individual to be contacted, if necessary, to process this application.)			
Name David Swain		Title Agent for Rug Doctor, LLC.	
		Telephone No. (Include Area Code) 260-244-6270	
Certification I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.			6. Date Application Received <div style="border: 1px solid black; padding: 5px; text-align: center;">(Stamped)</div>
2. Signature 		3. Title Agent for Rug Doctor, LLC.	
5. Typed Name David Swain		5. Date 6/5/2014	

Scientific & Regulatory Consultants, Inc.

June 5, 2014

Mr. Marshall Swindell, PM-33
U.S. Environmental Protection Agency
Document Processing Desk (NOTIF)
Office of Pesticide Programs (7504P)
Room S-4900, One Potomac Yard
2777 S Crystal Drive
Arlington, VA 22202

**SUBJECT: Notification of Minor Changes per PR Notice 98-10
Rug Doctor Antibacterial Carpet Cleaner, EPA Reg. No. 49158-1**

Dear Marshall:

On behalf of Rug Doctor, LLC (Rug Doctor), we enclose a Notification per PR Notice 98-10 for the subject product.

This action corrects a typographical error in the use directions related to soft surface sanitization. We inadvertently included the word "carpet" in the section for surfaces other than carpets. This action corrects that error. Additionally, brackets have been added to clarify certain text as optional, rather than required information.

Enclosed:

- Cover letter
- Application Form 8570-1
- Revised label with revisions in redline
- 2 "clean" copies of revised label

This notification, as stipulated by the guidance, is consistent with the provisions of PR Notice 98-10 and EPA regulations at 40 CFR 152.46, and no other changes have been made to the labeling or confidential statement of formula of this product. I understand that it is a violation of 18 U.S.C. Sec. 1001 to willfully make any false statement to EPA. I further understand that if this notification is not consistent with the terms of PR Notice 98-10 and 40 CFR 152.46, this product may be in violation of FIFRA and I may be subject to enforcement action, and penalties under sections 12 and 14 of FIFRA.

We look forward to a timely review of this submission. If you need any clarification or issues arise during the review of this information, please contact me immediately at 260-244-6270 or dswain@srcconsultants.com for resolution.

Sincerely,



David Swain
Agent for Rug Doctor, LLC

Cc: Jennifer Bopp

P.O. Box 1014
Columbia City, IN 46725

www.srcconsultants.com

P: 260.244.6270
F: 260.244.6273

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

RUG DOCTOR ANTIBACTERIAL CARPET CLEANER

(Master Label)

Name (Name TBD)

(Alternate Brand Names:)

SOFT-SURFACE AND CARPET [SANTITIZER] – [CLEANER] – [DEODORIZER] – [ANTIBACTERIAL] – [ANTI-ALLERGEN**]

[Antibacterial Carpet Sanitizer], [Bacteria reducer*], [Spot and Stain Cleaner], [Soft Surface Cleaner], [Carpet Cleaner], [(Dual Action) (Triple Action) (Multi-Purpose) Cleaner], [(Pet) Stain and Odor (Remover) (Eliminator) and Sanitizer], [(One-step) Deodorizer], [Formula for (Carpet) (&) (Upholstery)], [Deep (Spot) Clean(er) + Sanitize(r)], [(Sanitization) (Sanitizing (Treatment) (Pretreat(er))], [Tough Stain (Treatment)][Allergen** Remover], [Allergen** Reducer][Anti-Allergen Treatment**], [Allergen Eliminator**]

KEEP OUT OF REACH OF CHILDREN

Active Ingredient:

Hydrogen Peroxide.....4.85%

Other ingredients.....95.15%

Total: 100.00%

EPA Reg. No.: 49158-1

EPA Est. No.:

Manufactured [by] [for]:

Rug Doctor, LLC.

415C Axminster Drive

Fenton, MO 63026

NOTIFICATION
Date Reviewed: *8/1/14*
Reviewed By: *[Signature]*

Net contents: (24 FL OZ (710mL)) (17 FL OZ (502mL)) (16 FL OZ (472mL))

Soft Surface Use Sites (Location) [†]

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

All around the house [†]	Car(s)	Truck(s)	Study (Studies)
All around the home [‡]	Closet(s)	Laundry Room(s)	Sunrooms(s)
Apartment(s)		Living Room(s)	SUV(s)
Attic	(Damp) Storage Area(s)	Locker (liners) (Pads)	Van(s)
Automobile(s)	(Damp) Storage Room(s)	Mobile Home(s)	
Baby's Room (s)	Den(s)	Mud Room(s)	
Basement(s)	Dining Room(s)	Nursery (Nurseries)	
Bathroom(s)	Dorm(s)	Office(s)	
Bedroom(s)	Family Room(s)	Pet area(s)	
Boat(s)	Garage(s)	Playroom(s)	
Cabin(s)	Home	Storage Locker(s)	
Camper(s)	House	Studios	

[†] Not for use on wool carpets

[‡] Non food contact surfaces only

Use (Surfaces) [†] [may include graphic depicting surface]

(Area) Rug(s)	(Cotton) Purses	(Upholstered) Furniture	Shower Curtain(s)
Back (School) packs	(Upholstered) Couch(es)		Sleeping bag(s)
Bedspreads	Cover(s)	Gym Bag(s)	Slipper(s)
Bathroom mats (rugs)	Curtain(s)	Hamper(s)	Sofa(s)
Bedding	Cushions	Kitchen mat(s)	Soft (household) surfaces
Blankets	Desk Chairs	(Kitchen) (Household) Seat Cushion(s)	(Carpeted) Stair(s)
Box Springs	Diaper Bag(s)	Laundry bag(s)	Stuffed animal(s)
(Canvas) (shoes) (Sneakers)	Door mat(s)	Mattress(es)	Upholstery
(Upholstered) Car Seats	Draperies	Pet area(s)	Window Treatments
Carpet(s)	Duvet Cover(s)	(Pet) (dog) (Cat) (bed(s)) (bedding)	Athletic Equipment
(Upholstered) Chair(s)	Entry mat(s)	Pillow(s)	
(Children's) Soft Fabric Toys	Entry rug(s)	Shoe interior(s)	
Comforter(s)	Fabric(s)	Sheets	

Stains (may include graphic depicting the stain)

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

Urine	Dirt	Cola	Mustard
Food	Feces/fecal matter	Juice	
Vomit	Tracked-in dirt	Fruit juice	
Sweat	Spaghetti sauce	Red wine	
Blood	Coffee	Ink	
Drool	Mud	Chocolate	
Milk	Wine	Salad dressing	
Insect/rodent droppings	Pet stains	Ketchup	

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

[For home, commercial & industrial use]

DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling. Read and follow all directions and precautions on this product label.

Fabric and Carpet (precaution) advisory statement: Before cleaning test for colorfastness by applying a small amount of product in an inconspicuous area. After one minute, blot using a clean dry white cloth and check for color transfer. If color is affected, do not use. Before using this product on upholstery, look for manufacturer's cleanability code tag. Use on upholstery coded "WS" or "W". Do not use on upholstery coded "X" or "S". Do not use on velvet, silk, vinyl, or leather upholstery. Not intended for use on wool carpet.

FOR USE ON CARPET

GENERAL CLEANING: Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Spray a light even coating on the soiled area, and lightly scrub the surface (Let air dry.)

GENERAL SPOT CLEANING: Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Spray a light even coating on the soiled area, and lightly scrub the surface working toward center of the stain from the edges. Blot dry with a towel, pressing deep into the stain. (Repeat as needed (for stubborn stains).) (Let air dry.)

TO (ONE STEP) CLEAN AND SANITIZE: Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Hold the spray bottle approximately 3 inches from surface of the carpeting and spray an even coating on soiled area until damp. Scrub surface with moderate pressure for 30 seconds. Allow to remain wet for (60 minutes) (1 hour) (an hour). Gently blot area with a clean, damp, color-safe cloth. (Repeat as needed (for stubborn stains).) (Let air dry.) (Vacuum.) (Deep clean following your machine's guide.)

TO DEODORIZE OR FRESHEN: Turn nozzle to spray position. Spray until slightly damp (to eliminate (pet) odors). Let air dry. (Vacuum.) For difficult odors repeat applications.

TO PRECLEAN (PRETREAT) (& SANITIZE): Turn nozzle to spray position, hold spray bottle approximately 3 inches from surface and spray an even coating on soiled area until damp. Scrub surface with moderate pressure for 30 seconds. Allow to remain wet for 60 minutes (1 hour) (an hour). (Deep clean following your machine's guide).

ANTI-ALLERGEN TREATMENT: Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Hold the spray bottle approximately 3 inches from surface of the carpeting and spray an even coating on soiled area until damp. Allow to remain wet for 5 minutes. Gently blot area with a clean, damp, color-safe cloth. (Vacuum.)

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

(may include graphics)

FOR USE ON SURFACES OTHER THAN CARPET:

GENERAL CLEANING: Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Spray a light even coating on the soiled area, and lightly scrub the surface (Let air dry.)

GENERAL SPOT CLEANING: Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Spray a light even coating on the soiled area, and lightly scrub the surface working toward center of the stain from the edges. Blot dry with a towel, pressing deep into the stain. (Repeat as needed (for stubborn stains).) (Let air dry.) **TO (ONE STEP) CLEAN AND SANITIZE:** Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Hold the spray bottle approximately 3 inches from surface to be treated and spray an even coating on soiled area (fabric) until damp. Allow to remain wet for 5 minutes. Gently blot area with a clean, dry, color-safe cloth. (Repeat as needed (for stubborn stains or heavy fabrics).) (Let air dry.) (Vacuum.)

TO DEODORIZE OR FRESHEN: Turn nozzle to spray position. Spray until slightly damp (to eliminate (pet) odors). Let air dry. (Vacuum.) For difficult odors repeat applications.

TO PRECLEAN (PRETREAT) (& SANITIZE): Turn nozzle to spray position, hold spray bottle approximately 3 inches from surface and spray a light even coating over soiled area until damp. Allow to remain wet for 5 minutes. (Deep clean following your machine's guide).

ANTI-ALLERGEN TREATMENT: Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Hold the spray bottle approximately 3 inches from surface to be treated and spray an even coating on soiled area until damp. Allow to remain wet for 5 minutes. Gently blot area with a clean, damp, color-safe cloth. (Vacuum.) (may include graphics)

STORAGE AND DISPOSAL

Nonrefillable container. Store in original container in areas inaccessible to small children. Keep securely closed. Do not reuse or refill this container. Place [container] in trash or offer for recycling if available.

[Manufactured by] [for]
Rug Doctor, LLC.

[For helpful information, questions, or suggestions, please call or email:] –or- [Questions or Comments]
[1.800.Rug Doctor (1-800-784-3628)] -or- [consumer.support@rugdoctor.com]

[Internet: www.rugdoctor.com]

[Questions?] [Comments?] [Call 1-800-784-3628]

Optional Label Statements, Marketing Claims, and Pictograms:

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

*Kills 99.9% of (*Enterobacter aerogenes* (ATCC 13408))(and)(*Staphylococcus aureus*) (ATCC 6538)(Staph)(on carpet). Kills 99.9% of (*Klebsiella pneumoniae* (ATCC 4352)) (and))(Staphylococcus aureus (ATCC 6538)(Staph) (on soft surfaces other than carpet).

**Non-living allergens including: [Pet dander][and] [Dust mite matter]

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

(Sanitizing Claims)

(Deep) Cleans (&) (+) Sanitizes

(Deep) Cleans (&) (+) Sanitizes (insert usage site)

(Deep) Cleans (&) (+) Sanitizes in 5 minutes on soft surfaces other than carpet

(Deep) Cleans (&) (+) Sanitizes in 60 minutes (1 hour) (an hour) (on carpets)

(Deep) Cleans (&) (+) Sanitizes in 60 minutes (1hour) (an hour) on Carpets and 5 minutes on all other soft surfaces

5 minutes is all it takes to kill 99.9% of bacteria* on (insert usage surface)

Kills 99.9% of bacteria*

Kills 99.9% of (*Staphylococcus aureus* (ATCC 6538)) (Staph) , (*Enterobacter aerogenes* (ATCC 1308)) (Enterobacter), and (*Klebsiella pneumoniae*) (ATCC4352)

Kills 99.9% of bacteria* in 5 minutes on soft surfaces other than carpet

Kills 99.9% of bacteria* in 60 minutes (1 hour) (on carpets)

Sanitizes (insert usage surface) in 5 minutes on soft surfaces other than carpet

Sanitizes (insert usage surface) in 60 minutes (1 hour) on carpets

(Sanitizes) in only 5 minutes on soft surfaces other than carpet

(Sanitizes) in only 60 minutes (1 hour) (on carpets)

Sanitizes (insert usage sites)

Sanitizes

Sanitizes and eliminates (pet odors) (odors) (allergens**) (and) (everyday dirt) (spots and stains)

(Deep) Cleans and sanitizes, eliminates 99.9% of bacteria*

Cleans as it sanitizes (in one step)

Eliminates (99.9%) of (bacteria)*

Removes (the most) (common) allergens**

Eliminates (the most) (common) allergens**

Leaves (insert usage surfaces) clean and sanitizes

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

Leaves (insert usage surfaces) clean, sanitized, and deodorized

Leaves (insert usage surfaces) sanitized

(Deep) Cleans, sanitizes, refreshes (insert usage site)

(Deep) Cleans, sanitizes, refreshes, (pet messes)

(Deep) Cleans (+) (sanitizes) (+) deodorizes (+) (and) (freshens) in one easy step

2 in 1 (Dual Action) (formula) – (cleans) (sanitizes) (deodorizes) (freshens) (in 1 easy step)

3 in 1 (Triple Action) (formula) – (cleans) (sanitizes) (deodorizes) (freshens) (in 1 easy step)

4 in 1 (All in One) (formula) – (cleans) (sanitizes) (deodorizes) (freshens) (in 1 easy step)

Kills 99.9% of *Klebsiella pneumonia* (ATCC 4352) and *Staphylococcus aureus* (staph) (ATCC 6538) on (insert usage site) in 5 minutes (on soft surfaces other than carpet)

Kills 99.9% of *Enterobacter aerogenes* (ATCC 13048) and *Staphylococcus aureus* (staph) (ATCC 6538) on (insert usage site) in 60 minutes (1 hour) (on carpets)

Destroys 99.9% of bacteria* on (insert usage sites)

Kills 99.9% of bacteria* at the source

Effectively kills 99.9% of bacteria*

Kills 99.9% of bacteria* in 5 minutes on soft surfaces other than carpet

Kills 99.9% of bacteria* in 60 minutes (1 hour) (an hour) on carpets

Kills 99.9% of bacteria* on (insert usage site) (for a deep down clean)

Kills 99.9% of household bacteria* on (insert usage site) (for a deep down clean)

(Kills) (destroys) (eliminates) 99.9% of (*Staphylococcus aureus*) (staph) (ATCC 6538)(and) (*Klebsiella pneumonia*) (ATCC 4352) in 5 minutes on soft surfaces other than carpet

(Kills) (destroys) (eliminates) 99.9% of (*Staphylococcus aureus*) (staph)(ATCC 6538)(and) (*Enterobacter aerogenes*) (ATCC 13048)in 60 minutes (1 hour) (an hour) on carpet

(Kills) (destroys) (eliminates) 99.9% of (*Staphylococcus aureus*) (staph) (ATCC 6538) (and) (*Klebsiella pneumonia*) (ATCC 4352) (for spot treatment) (on) (insert usage site)

(Use) To eliminate 99.9% of bacteria* on (insert usage site)

Kills 99.9% of bacteria* in (only) 5 minutes on soft surfaces other than carpet

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

Kills 99.9% of bacteria* in (only) 60 minutes (1 hour) (an hour) on carpets

Kills 99.9% of bacteria* on (insert usage site) in (only) 5 minutes on soft surfaces other than carpet

Kills 99.9% of bacteria* on (insert usage site) in (only) 60 minutes (1 hour) (an hour) on carpet

Sanitizes (insert usage site)

(Both) Cleans & Sanitizes – better than cleaning alone

Cleans & Sanitizes in 5 minutes on soft surfaces other than carpet

Cleans and Sanitizes in 60 minutes (1 hour) (on carpets)

(X) in 1 (formula) (cleans) (and) (sanitizes) (and) (deodorizes) (and) (eliminates allergens)**

One step clean(s)(er) and sanitize(s)(r)

Neutralizes and reduces the growth of bacteria*

Makes sanitizing easy

Easy (sanitizing)

Fast & easy (sanitizing)

(Antimicrobial) (Antibacterial) (formula) cleans and sanitizes

The easy, effective, and convenient way to sanitize (insert usage site)

Antibacterial (cleaner)

Antimicrobial (cleaner)

Leaves (insert usage site) sanitary

Sanitizes as it cleans

For cleaning and sanitizing (insert usage site)

Antibacterial formula cleans and sanitizes in one (1) step

(Deep) Cleans, (Sanitizes), (Deodorizes), (Freshens), (removes Allergens**) in (one) (1) easy step

(Deep) Cleans (+) (sanitizes) (+) (Deodorizes) (+) (Freshens) (+) (Removes Allergens**) (+) (Removes Odors)

Kills 99.9% of bacteria* and eliminates (pet) odors for a cleaner, fresher home

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

All in one formula (cleans) (and) (sanitizes) (and) (deodorizes) (and) (freshens) (and) (eliminates allergens**)

(2 in 1) (3 in 1) (4 in 1) (5 in 1) formula cleans (and) sanitizes (and) deodorizes (and) freshens (and) eliminates allergens**

One step (cleans) (and) (sanitizes) (and) (deodorizes) (and) (freshens) (and) (eliminates allergens**)

The easy, effective, and convenient way to sanitize (usage site)

Makes sanitizing easy

The quick and easy way to clean and sanitize your (insert usage site)

(Deep) Cleans as it sanitizes

Sanitizes as it cleans

Cleans as it sanitizes

Removes and sanitizes (pet) stains (such as) (urine) (fecal matter) (feces) (and) (vomit)

(Pet) Stain and odor remover and sanitizer

Convenient to use (-cleans and sanitizes)

Sanitizes and refreshes

Improves cleaning performance to also sanitize

(Deep) Cleans plus sanitization

Penetrates (deep down) to (thoroughly) clean and sanitize

Penetrates (deep down) to thoroughly remove (stains), (bacteria*), (and) (odors)

Thoroughly cleans and sanitizes deep within carpet fibers, eliminating stains, bacteria*, and allergens**

Go beyond surface cleaning

Goes beyond surface cleaning

Go beyond surface cleaning – unique penetrating action thoroughly cleans and sanitizes deep into the carpet fibers

Deep cleaning formula that provides cleaning and sanitization (at the same time)

(Deep) Cleans, Sanitizes and Reconditions (in one easy step)

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

Destroys tough odors and bacteria*

Unique penetrating action goes deep within carpet fibers to thoroughly clean and sanitize – eliminating dirt, stains, odors, bacteria, and allergens**.

(Removes) (Eliminates) bacteria*

(Sanitization) (Sanitizing) (Antibacterial) (Antimicrobial) Treatment

Stain & odor (remover) (eliminator) that sanitizes as it cleans

Sanitizes as it cleans

Penetrates to sanitize(s) and (clean) (loosen(s)) (tough) stains (including (spaghetti sauce) (coffee) (mud) (wine) (pet stains) (cola) (tea) (food grease))

Penetrates, sanitizes and loosen (tough) stains

Spot removal (Clean) (+) (&) Sanitize for a more (effective) clean

Spot removal (clean) (+) (&) Sanitize for a higher level of clean(ing)

Take (more) control of your cleaning (with sanitization) (insert product name)

Penetrates to (clean) (and) (loosen) (tough) stains (and sanitizes)

(Removes) (kills) (sanitizes) (bacteria*) on soft surfaces (insert surfaces)

Cleans and sanitizes (pet) (baby) messes

Cleans and sanitizes food spills

A (gentle) (mild) way to (clean)(and) (sanitize)

Sanitize after exposure to (urine), (food), (vomit), (sweat), (blood), drool), (insect/rodent droppings), (feces), (fecal matter)

Antimicrobial treatment (for) (insert usage site) (insert usage surface)

Antibacterial treatment (for) (insert usage site) (insert usage surface)

(Cleaning) (and) (Sanitizing) for the spots you can't see

(Antibacterial) (Antimicrobial) carpet (treatment) (sanitizer)

(Antibacterial) (Antimicrobial) Cleaner

Sanitizer and Cleaner

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

One step cleaner and sanitizer for carpets (rugs) (fabrics)(&) (textiles)

Cleans and sanitizes carpet (&) (rugs) (fabrics) (textiles) (in one step)

Cleans as it sanitizes

Clean, sanitize, and deodorize your carpet

Deep cleans and sanitizes all soft surfaces

Effectively kills 99.9% of harmful bacteria*

Suitable for carpets, bedding, mattresses, and other soft surface (define list)

Effectively helps control symptoms/causes of (indoor) asthma**.

Proven to remove allergens**

Removes most common allergens**

Removes allergens** including dust mites and pet dander

(Cleaning Claims)

Fast & effective (pet) cleaning

For a cleaner, fresher household

Effectively (removes) (eliminates) tough (dirt) (stains) (spots) (and) (grime)

Better than ever cleaning (and sanitizing) (for your) (insert usage site)

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

Effective cleaning of tough (pet) spots and stains

(Permanently) (removes) (eliminates) deep down dirt and (set in) stains

(Permanently) (removes) (eliminates) tough (pet) stains and odors (on) (insert usage site)

Spot treatment for (pet stains and odors) (insert usage site)

Cleans tough (pet spots) (spots) (and) (pet stains) (stains)

(removes) (eliminates) (tough) (dirt) (and) (stains) (pet stains)

Removes dirt, dust, and common allergens** from (insert usage site)

(Permanently) (removes) (eliminates) tough stains like (red wine), (food stains), (fruit juice), (pet messes), (mud/dirt), (ink), (chocolate), (coffee/tea), (cola), (blood), (grease), (motor oil)

(Permanently) removes tough pet stains like (urine), (feces), (vomit), (tracked-in dirt), and (blood)

Removes deep down (dirt), (pet stains), (stains), (&), (pet odors), (odors),

(Permanently) Eliminates tough pet stains like (urine), (feces), (vomit), (tracked-in dirt), and (blood)

Eliminates deep down (dirt), (pet stains), (stains), (&), (pet odors), (odors)

Deep down clean(ing)

For a deep (down) clean

Powerful cleaning ability

Cleans (insert usage site)

Cleans everyday (pet) messes

(Removes) (Eliminates) (pet spots) (spots) (and) (stains) without hard scrubbing

No (hard) scrubbing required

(Foam) (Bubbles) work(s) hard on (tough) (dirt) (spots) (and) (stains)

(Foaming action) works hard to (remove) (eliminate) (tough) (dirt) (spots) (and) (stains)

Penetrates to (remove) (eliminate) (deep down) (tough) (dirt) (pet stains) (stains) (and) (Pet odors) (odors)

Penetrates for a (complete) (deep) clean

Specially designed to penetrate (deep down) (tough) (dirt) (pet stains) (stains) (and) (pet odors) (odors)

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

Leaves (insert usage surfaces) (clean and fresh)

Best (Rug Doctor) formula for cleaning (usage site)

Removes tough dirt and grime

Unbeatable cleaning

Fast and effective cleaning

(removes) (eliminates) tough odors and soils

Cleans the toughest (stains) (and) (soils)

Cleans tough (stains) (and) (soils)

Powerful (penetrating) clean

Deep down cleaning

For a thorough, deep down clean

For a deep clean

Cleans beyond the surface

Enhanced cleaning performance

Improve(s)(d) cleaning performance (with sanitization)

Boosts (deep cleaning performance)

Boosts (deep) cleaning

Improve(s) (d) (deep) cleaning performance

Makes deep cleaning more effective

1st step in spot & deep cleaning

Removes tough stains

Cleans and deodorizes (in one step)

Removes (insert stains)

Advanced spot (and stain) cleaning

Cleans all soft surfaces in your home

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

Eliminates tough stains and odors

(Deodorizing claims)

Kills 99.9% of odor causing bacteria

Reduces and controls (odor-causing) bacteria*

Kill odor-causing bacteria and deodorize for cleaner, longer lasting carpet

Effective as a sanitizing agent against (odor causing) bacteria*

Doesn't just mask (pet) odors

Eliminates (pet) odors (,) doesn't just mask (them)

(Permanently) Eliminates (pet) odors

Freshens the home

Freshens (insert usage site)

Refreshens (insert usage site)

Fresh & Clean

Deodorizes

Freshens

Deodorizes & freshens

Lifts (pet) odors and freshens

Eliminates the toughest (pet) odors at the source

Eliminates odors

Eliminates odors (including) (kitchen) (pet) (and) (smoke)

Freshens (insert usage surface)

Refreshens (insert usage surface)

Leaves (insert usage site) (insert usage surface) deodorized

Full day freshness

For ultimate freshness

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

Leaves (insert usage site) (insert usage surface) smelling (refreshed) (fresh) (clean)

Long lasting freshness

Eliminates odors at the source

Reduces odor causing bacteria (on)(in) (insert usage site) (insert usage surface)

Leaves your (insert usage site)(insert usage surface) free of (pet) odors

Keeps your (insert usage site) (insert usage surface) smelling fresh

Penetrates (deep inside) (insert usage site) (insert usage surface) to eliminate (pet) odors at their source

Neutralizes (pet) odors

Neutralizes (pet) odors in (insert usage site) (insert usage surface)

Neutralizes, reduces, and controls the growth of odor causing bacteria

(Kills) (Eliminates) (Destroys) odor causing bacteria

(Effectively) (effective to kill) (kills) odor causing bacteria

Eliminates (pet) odors and (kills) (removes) (gets rid of) the bacteria that cause them

Kills odor causing bacteria on (insert usage site) (insert usage surface)

(Eliminates) (removes) (the toughest) (tough) odors caused by bacteria on (insert usage site) (insert usage surface)

Eliminates (tough odor) (tough odors) (bacterial odor) (bacterial odors) (pet odors) on (insert usage site) (insert usage surface)

(Antimicrobial) (Antibacterial) (action) kills odor causing bacteria

Prevents (buildup of) odors by killing odor causing bacteria on (insert usage site) (insert usage surface)

Kills odor causing household bacteria

Kills (odor causing) bacteria leaving (insert usage site) (insert usage surface) smelling fresh)

Removes tough (pet) odors and soils

Freshens while killing odor causing bacteria

Leaves (rooms) (home(s)) smelling fresh and clean

(Insert usage site) (Insert usage surface) (Pet) Spot and Stain Deodorizer

(Note to Reviewer: {parenthetical text} and [bracketed text] is optional; {text in braces} is informational.)

(Insert usage site) (Insert usage surface) (Pet) Deodorizer

(Insert usage site) (Insert usage surface) (Pet) Odor Neutralizer

(Insert usage site) (Insert usage surface) (Pet) Odor Eliminator

(Insert usage site) (Insert usage surface) (Pet) Refresher

Removes odors while cleaning

Eliminates tough stains and odors

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

(General Usage Claims)

Get a true clean (with) (this product)

Okay (suitable) to use daily

(Okay) (Suitable) for daily use

(Okay) (Suitable) for weekly use

(Okay) (Suitable) for monthly use

(Okay) (Suitable) for regular use

(Okay) (Suitable) for everyday use

(Okay (Suitable) for frequent use

Good for (everyday) touch ups (for your) (tough) (dirt) (and) (stains) (pet stains)

Use daily (in) (on) the (insert usage area) your (family) (and) (pets) touch (the most) often

Use on (soft) surfaces that you and your family come in contact with everyday

Suitable for use on (insert usage site)

Great for use in any room of the house

Use throughout your house

Contains no heavy metals, optical brighteners, or dyes

Bottle contains minimum of X% post-consumer recycled plastic

Dye Free (formula) (technology)

No harsh odor

Suitable for (your) soft surfaces

Compatible with (your) soft surfaces

(Easy) (Gentle) (Mild) on your soft surfaces

Suitable for use on carpets (including nylon & stain resistant carpets)

(Effective) (Works) on carpets

Compatible (with) (on) carpets (including nylon, polyester, & stain resistant carpets)

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

Leaves carpet (clean) (sanitized) for children and pets (when used as directed)

For everyday use

Leaves no residue

No residue

No Chemical residue

No-Rinse formula

Effective clean you can trust

(Carefully) (Consciously) designed (for home use)

(Ingredients) designed for home use

(Designed) (Developed) for home use

Carefully designed

This product is approved for use on (insert usage site)

Compatible with (insert usage sites)

Use on (insert usage sites) as a spot treatment

Suitable for use on (insert usage site)

Trusted heritage of hydrogen peroxide

Effective cleaning of your carpet

Great cleaning for your carpet

Great cleaning on your carpet

(Great for) (Effective on) (insert usage site)

Proven to work without (fading) (discoloring) (damaging) (insert usage site(s))

Powerful everyday cleaner that remove many spots and stains (including (spaghetti sauce) (coffee) (mud) (wine) (pet stains) (cola) (tea) (food grease))

Color safe (will not) (won't) (harm fabrics)

For use on (insert usage surfaces)

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

(For) use (before), (after) or (in between) (deep) cleanings

Tough on dirt, easy on you

Gentle

Kind

Non-harsh

No (chlorine) bleach

Bleach (free) (alternative)

No harsh chemicals

No (harsh) (strong) (fumes) (chemicals) (residue) (residues)

No worries

A (gentle) (mild) way to (clean)(and) (sanitize)

(Gentle on) (Won't harm) surfaces

(Contains no) (Does not contain) (bleach), (added dyes), (added colors), (perfumes), (VOCs), (ammonia), (phosphates)

Non-corrosive

Eliminates odor causing bacteria

Great for cleaning up (pet) (baby) (child) (children) (and) (people) messes

Can be used on (insert surfaces) (insert sites)

Color safe, won't harm fabrics

Clean all your worries away

No (fragrance) (perfumes)

(Fragrance) (Perfume) free

Dye Free

Improved cleaning for the spots you can't see

Formulated for use on stain resistant carpet

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

(Easy to use claims)

Advanced (formula) (for) (insert usage sites)

Dries in (X) minutes

Dries fast on soft surfaces other than carpet

Fast drying on soft surfaces other than carpet

Gentle mist dries in minutes on soft surfaces other than carpet

Can be used anytime

Dual (action) (purpose)

Works on (most) (insert usage sites)

Everyday formula

(Suitable) For everyday use

Multi-Purpose

Dual (Triple) Action

Multi-use

Spray on (insert usage site) your family comes in contact with daily

Treat (pet) stains, (pet) odors, and allergens**

Takes care of (insert usage sites) (pet) stains and odors

Fast, easy, and effective cleaning

Easy to use

Leaves no residue

Suitable for use around the (home) (house)

Makes (pet) cleaning easier

No rinsing required

Convenient to use (-cleans and sanitizes)

Ready to use

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

Simple application

Quick (and Easy)

Keep your home clean

Great for (insert usage sites)

It (foams) (and) (bubbles) so you know it's working

(2 in 1) (3 in 1) (4 n 1) Action (-saves you time)

(All in 1) (2 in 1) (3 in 1) (4 in 1) (5 in 1) (formula)

Easily removes (soils) (and) (stains)

Spot sanitization for you (insert usage site) soft surface(s) other than carpet

Spot sanitization for your carpet

Effective cleaning for you (insert usage site)

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {text in braces} is informational.)

MARKETING CLAIMS

Try (me) (for) (free) (now) (today)

Save (\$X) now

Bonus {X} (oz)(X%) (more)

New {note to the reviewer: use for 6 months only}

New and Improved {note to the reviewer: use for 6 months only}

Value (size) (pack)

Trial (size) (pack)

(2 in 1) (3 in 1) (4 in 1) (action)

(Dual) (Triple) Action

Advanced

All in 1

Complete clean

Good Value

Great Value

Premium Product

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {bracketed text} {text in braces} is informational.)

RUG DOCTOR ANTIBACTERIAL CARPET CLEANER

(Master Label)

Name (Name TBD)

(Alternate Brand Names:)

SOFT-SURFACE AND CARPET [SANTITIZER] – [CLEANER] – [DEODORIZER] – [ANTIBACTERIAL] – [ANTI-ALLERGEN**]

[Antibacterial Carpet Sanitizer], [Bacteria reducer*], [Spot and Stain Cleaner], [Soft Surface Cleaner], [Carpet Cleaner], [(Dual Action) (Triple Action) (Multi-Purpose) Cleaner], [(Pet) Stain and Odor (Remover) (Eliminator) and Sanitizer], [(One-step) Deodorizer], [Formula for (Carpet) (&) (Upholstery)], [Deep (Spot) Clean(er) + Sanitize(r)], [(Sanitization) (Sanitizing (Treatment) (Pretreat(er)))], [Tough Stain (Treatment)][Allergen** Remover], [Allergen** Reducer][Anti-Allergen Treatment**], [Allergen Eliminator**]

KEEP OUT OF REACH OF CHILDREN

Active Ingredient:

Hydrogen Peroxide.....4.85%

Other ingredients.....95.15%

Total: 100.00%

EPA Reg. No.: 49158-~~1~~

EPA Est. No.:

Manufactured [by] [for]:

Rug Doctor, Inc. LLC.

~~4701 Old Shepard Place~~ 415C Axminster Drive

~~Piano, TX 75093~~ Fenton, MO 63026

Net contents: (24 FL OZ (710mL)) (17 FL OZ (502mL)) (16 FL OZ (472mL))

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {bracketed text} {text in braces} is informational.)

Soft Surface Use Sites (Location) [†]

All around the house [‡]	Car(s)	Truck(s)	Study (Studies)
All around the home [‡]	Closet(s)	Laundry Room(s)	Sunrooms(s)
Apartment(s)		Living Room(s)	SUV(s)
Attic	(Damp) Storage Area(s)	Locker (liners) (Pads)	Van(s)
Automobile(s)	(Damp) Storage Room(s)	Mobile Home(s)	
Baby's Room (s)	Den(s)	Mud Room(s)	
Basement(s)	Dining Room(s)	Nursery (Nurseries)	
Bathroom(s)	Dorm(s)	Office(s)	
Bedroom(s)	Family Room(s)	Pet area(s)	
Boat(s)	Garage(s)	Playroom(s)	
Cabin(s)	Home	Storage Locker(s)	
Camper(s)	House	Studios	

[†] Not for use on wool carpets

[‡] Non food contact surfaces only

Use (Surfaces) [†] [may include graphic depicting surface]

(Area) Rug(s)	(Cotton) Purses	(Upholstered) Furniture	Shower Curtain(s)
Back (School) packs	(Upholstered) Couch(es)		Sleeping bag(s)
Bedspreads	Cover(s)	Gym Bag(s)	Slipper(s)
Bathroom mats (rugs)	Curtain(s)	Hamper(s)	Sofa(s)
Bedding	Cushions	Kitchen mat(s)	Soft (household) surfaces
Blankets	Desk Chairs	(Kitchen) (Household) Seat Cushion(s)	(Carpeted) Stair(s)
Box Springs	Diaper Bag(s)	Laundry bag(s)	Stuffed animal(s)
(Canvas) (shoes) (Sneakers)	Door mat(s)	Mattress(es)	Upholstery
(Upholstered) Car Seats	Draperies	Pet area(s)	Window Treatments
Carpet(s)	Duvet Cover(s)	(Pet) (dog) (Cat) (bed(s)) (bedding)	Athletic Equipment
(Upholstered) Chair(s)	Entry mat(s)	Pillow(s)	
(Children's) Soft Fabric Toys	Entry rug(s)	Shoe interior(s)	
Comforter(s)	Fabric(s)	Sheets	

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {bracketed text} {text in braces} is informational.)

Stains (may include graphic depicting the stain)

Urine	Dirt	Cola	Mustard
Food	Feces/fecal matter	Juice	
Vomit	Tracked-in dirt	Fruit juice	
Sweat	Spaghetti sauce	Red wine	
Blood	Coffee	Ink	
Drool	Mud	Chocolate	
Milk	Wine	Salad dressing	
Insect/rodent droppings	Pet stains	Ketchup	

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {bracketed text}-{text in braces} is informational.)

[For home, commercial & industrial use]

DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling. Read and follow all directions and precautions on this product label.

Fabric and Carpet (precaution) advisory statement: Before cleaning test for colorfastness by applying a small amount of product in an inconspicuous area. After one minute, blot using a clean dry white cloth and check for color transfer. If color is affected, do not use. Before using this product on upholstery, look for manufacturer's cleanability code tag. Use on upholstery coded "WS" or "W". Do not use on upholstery coded "X" or "S". Do not use on velvet, silk, vinyl, or leather upholstery. Not intended for use on wool carpet.

FOR USE ON CARPET

GENERAL CLEANING: Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Spray a light even coating on the soiled area, and lightly scrub the surface (Let air dry.)

GENERAL SPOT CLEANING: Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Spray a light even coating on the soiled area, and lightly scrub the surface working toward center of the stain from the edges. Blot dry with a towel, pressing deep into the stain. (Repeat as needed (for stubborn stains).) (Let air dry.)

TO (ONE STEP) CLEAN AND SANITIZE: Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Hold the spray bottle approximately 3 inches from surface of the carpeting and spray an even coating on soiled area until damp. Scrub surface with moderate pressure for 30 seconds. Allow to remain wet for (60 minutes) (1 hour) (an hour). Gently blot area with a clean, damp, color-safe cloth. (Repeat as needed (for stubborn stains).) (Let air dry.) (Vacuum.) (Deep clean following your machine's guide.)

TO DEODORIZE OR FRESHEN: Turn nozzle to spray position. Spray until slightly damp (to eliminate (wet) odors). Let air dry. (Vacuum.) For difficult odors repeat applications.

TO PRECLEAN (PRETREAT) (& SANITIZE): Turn nozzle to spray position, hold spray bottle approximately 3 inches from surface and spray an even coating on soiled area until damp. Scrub surface with moderate pressure for 30 seconds. Allow to remain wet for 60 minutes (1 hour) (an hour). (Deep clean following your machine's guide).

ANTI-ALLERGEN TREATMENT: Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Hold the spray bottle approximately 3 inches from surface of the carpeting and spray an even coating on soiled area until damp. Allow to remain wet for 5 minutes. Gently blot area with a clean, damp, color-safe cloth. (Vacuum.)

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; ~~[bracketed text]~~ {text in braces} is informational.)

(may include graphics)

FOR USE ON SURFACES OTHER THAN CARPET:

GENERAL CLEANING: Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Spray a light even coating on the soiled area, and lightly scrub the surface (Let air dry.)

GENERAL SPOT CLEANING: Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Spray a light even coating on the soiled area, and lightly scrub the surface working toward center of the stain from the edges. Blot dry with a towel, pressing deep into the stain. (Repeat as needed (for stubborn stains).) (Let air dry.) **TO (ONE STEP) CLEAN AND SANITIZE:** Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Hold the spray bottle approximately 3 inches from surface to be treated of the ~~carpeting~~ and spray an even coating on soiled area (fabric) until damp. Allow to remain wet for 5 minutes. Gently blot area with a clean, dry, color-safe cloth. (Repeat as needed (for stubborn stains or heavy fabrics).) (Let air dry.) (Vacuum.)

TO DEODORIZE OR FRESHEN: Turn nozzle to spray position. Spray until slightly damp (to eliminate (pet) odors). Let air dry. (Vacuum.) For difficult odors repeat applications.

TO PRECLEAN (PRETREAT) (& SANITIZE): Turn nozzle to spray position, hold spray bottle approximately 3 inches from surface and spray a light even coating over soiled area until damp. Allow to remain wet for 5 minutes. (Deep clean following your machine's guide).

ANTI-ALLERGEN TREATMENT: Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Hold the spray bottle approximately 3 inches from surface of the ~~carpeting~~ to be treated and spray an even coating on soiled area until damp. Allow to remain wet for 5 minutes. Gently blot area with a clean, damp, color-safe cloth. (Vacuum.) (may include graphics)

STORAGE AND DISPOSAL

Nonrefillable container. Store in original container in areas inaccessible to small children. Keep securely closed. Do not reuse or refill this container. Place [container] in trash or offer for recycling if available.

[Manufactured by] [for]
Rug Doctor, Inc. LLC.

[For helpful information, questions, or suggestions, please call or email:] -or- [Questions or Comments]
[1.800.Rug Doctor (1-800-784-3628)] -or- [consumer.support@rugdoctor.com]

[Internet: www.rugdoctor.com]

[Questions?] [Comments?] [Call 1-800-784-3628]

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; ~~[bracketed text]~~-{text in braces} is informational.)

Optional Label Statements, Marketing Claims, and Pictograms:

*Kills 99.9% of (*Enterobacter aerogenes* (ATCC 13408))(and)(*Staphylococcus aureus*) (ATCC 6538)(Staph)(on carpet). Kills 99.9% of (*Klebsiella pneumoniae* (ATCC 4352)) (and)(*Staphylococcus aureus* (ATCC 6538)(Staph) (on soft surfaces other than carpet).

**Non-living allergens including: ~~Pollen~~, [Pet dander],[and] [Dust mite matter]

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {bracketed text} {text in braces} is informational.)

(Sanitizing Claims)

(Deep) Cleans (&) (+) Sanitizes

(Deep) Cleans (&) (+) Sanitizes (insert usage site)

(Deep) Cleans (&) (+) Sanitizes in 5 minutes on soft surfaces other than carpet

(Deep) Cleans (&) (+) Sanitizes in 60 minutes (1 hour) (an hour) (on carpets)

(Deep) Cleans (&) (+) Sanitizes in 60 minutes (1hour) (an hour) on Carpets and 5 minutes on all other soft surfaces

5 minutes is all it takes to kill 99.9% of bacteria* on (insert usage surface)

Kills 99.9% of bacteria*

Kills 99.9% of (*Staphylococcus aureus* (ATCC 6538)) (Staph) , (*Enterobacter aerogenes* (ATCC 1308)) (Enterobacter), and (*Klebsiella pneumoniae*) (ATCC4352)

Kills 99.9% of bacteria* in 5 minutes on soft surfaces other than carpet

Kills 99.9% of bacteria* in 60 minutes (1 hour) (on carpets)

Sanitizes (insert usage surface) in 5 minutes on soft surfaces other than carpet

Sanitizes (insert usage surface) in 60 minutes (1 hour) on carpets

(Sanitizes) in only 5 minutes on soft surfaces other than carpet

(Sanitizes) in only 60 minutes (1 hour) (on carpets)

Sanitizes (insert usage sites)

Sanitizes

Sanitizes and eliminates (pet odors) (odors) (allergens**) (and) (everyday dirt) (spots and stains)

(Deep) Cleans and sanitizes, eliminates 99.9% of bacteria*

Cleans as it sanitizes (in one step)

Eliminates (99.9%) of (bacteria)*

Removes (the most) (common) allergens**

Eliminates (the most) (common) allergens**

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {bracketed text}-{text in braces} is informational.)

Leaves (insert usage surfaces) clean and sanitizes

Leaves (insert usage surfaces) clean, sanitized, and deodorized

Leaves (insert usage surfaces) sanitized

(Deep) Cleans, sanitizes, refreshes (insert usage site)

(Deep) Cleans, sanitizes, refreshes, (pet messes)

(Deep) Cleans (+) (sanitizes) (+) deodorizes (+) (and) (freshens) in one easy step

2 in 1 (Dual Action) (formula) – (cleans) (sanitizes) (deodorizes) (freshens) (in 1 easy step)

3 in 1 (Triple Action) (formula) – (cleans) (sanitizes) (deodorizes) (freshens) (in 1 easy step)

4 in 1 (All in One) (formula) – (cleans) (sanitizes) (deodorizes) (freshens) (in 1 easy step)

Kills 99.9% of *Klebsiella pneumonia* (ATCC 4352) and *Staphylococcus aureus* (staph) (ATCC 6538) on (insert usage site) in 5 minutes (on soft surfaces other than carpet)

Kills 99.9% of *Enterobacter aerogenes* (ATCC 13048) and *Staphylococcus aureus* (staph) (ATCC 6538) on (insert usage site) in 60 minutes (1 hour) (on carpets)

Destroys 99.9% of bacteria* on (insert usage sites)

Kills 99.9% of bacteria* at the source

Effectively kills 99.9% of bacteria*

Kills 99.9% of bacteria* in 5 minutes on soft surfaces other than carpet

Kills 99.9% of bacteria* in 60 minutes (1 hour) (an hour) on carpets

Kills 99.9% of bacteria* on (insert usage site) (for a deep down clean)

Kills 99.9% of household bacteria* on (insert usage site) (for a deep down clean)

(Kills) (destroys) (eliminates) 99.9% of (*Staphylococcus aureus*) (staph) (ATCC 6538)(and) (*Klebsiella pneumonia*) (ATCC 4352) in 5 minutes on soft surfaces other than carpet

(Kills) (destroys) (eliminates) 99.9% of (*Staphylococcus aureus*) (staph)(ATCC 6538)(and) (*Enterobacter aerogenes*) (ATCC 13048)in 60 minutes (1 hour) (an hour) on carpet

(Kills) (destroys) (eliminates) 99.9% of (*Staphylococcus aureus*) (staph) (ATCC 6538) (and) (*Klebsiella pneumonia*) (ATCC 4352) (for spot treatment) (on) (insert usage site)

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; ~~{bracketed text}~~ {text in braces} is informational.)

(Use) To eliminate 99.9% of bacteria* on (insert usage site)

Kills 99.9% of bacteria* in (only) 5 minutes on soft surfaces other than carpet

Kills 99.9% of bacteria* in (only) 60 minutes (1 hour) (an hour) on carpets

Kills 99.9% of bacteria* on (insert usage site) in (only) 5 minutes on soft surfaces other than carpet

Kills 99.9% of bacteria* on (insert usage site) in (only) 60 minutes (1 hour) (an hour) on carpet

Sanitizes (insert usage site)

(Both) Cleans & Sanitizes – better than cleaning alone

Cleans & Sanitizes in 5 minutes on soft surfaces other than carpet

Cleans and Sanitizes in 60 minutes (1 hour) (on carpets)

(X) in 1 (formula) (cleans) (and) (sanitizes) (and) (deodorizes) (and) (eliminates allergens)**

One step clean(s)(er) and sanitize(s)(r)

Neutralizes and reduces the growth of bacteria*

Makes sanitizing easy

Easy (sanitizing)

Fast & easy (sanitizing)

(Antimicrobial) (Antibacterial) (formula) cleans and sanitizes

The easy, effective, and convenient way to sanitize (insert usage site)

Antibacterial (cleaner)

Antimicrobial (cleaner)

Leaves (insert usage site) sanitary

Sanitizes as it cleans

For cleaning and sanitizing (insert usage site)

Antibacterial formula cleans and sanitizes in one (1) step

(Deep) Cleans, (Sanitizes), (Deodorizes), (Freshens), (removes Allergens**) in (one) (1) easy step

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {bracketed text} {text in braces} is informational.)

(Deep) Cleans (+) (sanitizes) (+) (Deodorizes) (+) (Freshens) (+) (Removes Allergens**) (+) (Removes Odors)

Kills 99.9% of bacteria* and eliminates (pet) odors for a cleaner, fresher home

All in one formula (cleans) (and) (sanitizes) (and) (deodorizes) (and) (freshens) (and) (eliminates allergens**)

(2 in 1) (3 in 1) (4 in 1) (5 in 1) formula cleans (and) sanitizes (and) deodorizes (and) freshens (and) eliminates allergens**

One step (cleans) (and) (sanitizes) (and) (deodorizes) (and) (freshens) (and) (eliminates allergens**)

The easy, effective, and convenient way to sanitize (usage site)

Makes sanitizing easy

The quick and easy way to clean and sanitize your (insert usage site)

(Deep) Cleans as it sanitizes

Sanitizes as it cleans

Cleans as it sanitizes

Removes and sanitizes (pet) stains (such as) (urine) (fecal matter) (feces) (and) (vomit)

(Pet) Stain and odor remover and sanitizer

Convenient to use (-cleans and sanitizes)

Sanitizes and refreshes

Improves cleaning performance to also sanitize

(Deep) Cleans plus sanitization

Penetrates (deep down) to (thoroughly) clean and sanitize

Penetrates (deep down) to thoroughly remove (stains), (bacteria*), (and) (odors)

Thoroughly cleans and sanitizes deep within carpet fibers, eliminating stains, bacteria*, and allergens**

Go beyond surface cleaning

Goes beyond surface cleaning

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; ~~{bracketed text}~~; {text in braces} is informational.)

Go beyond surface cleaning – unique penetrating action thoroughly cleans and sanitizes deep into the carpet fibers

Deep cleaning formula that provides cleaning and sanitization (at the same time)

(Deep) Cleans, Sanitizes and Reconditions (in one easy step)

Destroys tough odors and bacteria*

Unique penetrating action goes deep within carpet fibers to thoroughly clean and sanitize – eliminating dirt, stains, odors, bacteria, and allergens**.

(Removes) (Eliminates) bacteria*

(Sanitization) (Sanitizing) (Antibacterial) (Antimicrobial) Treatment

Stain & odor (remover) (eliminator) that sanitizes as it cleans

Sanitizes as it cleans

Penetrates to sanitize(s) and (clean) (loosen(s)) (tough) stains (including (spaghetti sauce) (coffee) (mud) (wine) (pet stains) (cola) (tea) (food grease))

Penetrates, sanitizes and loosen (tough) stains

Spot removal (Clean) (+) (&) Sanitize for a more (effective) clean

Spot removal (clean) (+) (&) Sanitize for a higher level of clean(ing)

Take (more) control of your cleaning (with sanitization) (insert product name)

Penetrates to (clean) (and) (loosen) (tough) stains (and sanitizes)

(Removes) (kills) (sanitizes) (bacteria*) on soft surfaces (insert surfaces)

Cleans and sanitizes (pet) (baby) messes

Cleans and sanitizes food spills

A (gentle) (mild) way to (clean)(and) (sanitize)

Sanitize after exposure to (urine), (food), (vomit), (sweat), (blood), (drool), (insect/rodent droppings), (feces), (fecal matter)

Antimicrobial treatment (for) (insert usage site) (insert usage surface)

Antibacterial treatment (for) (insert usage site) (insert usage surface)

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {bracketed text}-{text in braces} is informational.)

(Cleaning) (and) (Sanitizing) for the spots you can't see

(Antibacterial) (Antimicrobial) carpet (treatment) (sanitizer)

(Antibacterial) (Antimicrobial) Cleaner

Sanitizer and Cleaner

One step cleaner and sanitizer for carpets (rugs) (fabrics)(&) (textiles)

Cleans and sanitizes carpet (&) (rugs) (fabrics) (textiles) (in one step)

Cleans as it sanitizes

Clean, sanitize, and deodorize your carpet

Deep cleans and sanitizes all soft surfaces

Effectively kills 99.9% of harmful bacteria*

Suitable for carpets, bedding, mattresses, and other soft surface (define list)

Effectively helps control symptoms/causes of (indoor) asthma**.

Proven to remove allergens**

Removes most common allergens**

Removes allergens** including pollen, dust mites and pet dander

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {bracketed text}-{text in braces} is informational.)

(Cleaning Claims)

Fast & effective (pet) cleaning

For a cleaner, fresher household

Effectively (removes) (eliminates) tough (dirt) (stains) (spots) (and) (grime)

Better than ever cleaning (and sanitizing) (for your) (insert usage site)

Effective cleaning of tough (pet) spots and stains

(Permanently) (removes) (eliminates) deep down dirt and (set in) stains

(Permanently) (removes) (eliminates) tough (pet) stains and odors (on) (insert usage site)

Spot treatment for (pet stains and odors) (insert usage site)

Cleans tough (pet spots) (spots) (and) (pet stains) (stains)

(removes) (eliminates) (tough) (dirt) (and) (stains) (pet stains)

Removes dirt, dust, and common allergens** from (insert usage site)

(Permanently) (removes) (eliminates) tough stains like (red wine), (food stains), (fruit juice), (pet messes), (mud/dirt), (ink), (chocolate), (coffee/tea), (cola), (blood), (grease), (motor oil)

(Permanently) removes tough pet stains like (urine), (feces), (vomit), (tracked-in dirt), and (blood)

Removes deep down (dirt), (pet stains), (stains), (&), (pet odors), (odors),

(Permanently) Eliminates tough pet stains like (urine), (feces), (vomit), (tracked-in dirt), and (blood)

Eliminates deep down (dirt), (pet stains), (stains), (&), (pet odors), (odors)

Deep down clean(ing)

For a deep (down) clean

Powerful cleaning ability

Cleans (insert usage site)

Cleans everyday (pet) messes

(Removes) (Eliminates) (pet spots) (spots) (and) (stains) without hard scrubbing

No (hard) scrubbing required

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {bracketed text}-{text in braces} is informational.)

(Foam) (Bubbles) work(s) hard on (tough) (dirt) (spots) (and) (stains)

(Foaming action) works hard to (remove) (eliminate) (tough) (dirt) (spots) (and) (stains)

Penetrates to (remove) (eliminate) (deep down) (tough) (dirt) (pet stains) (stains) (and) (Pet odors) (odors)

Penetrates for a (complete) (deep) clean

Specially designed to penetrate (deep down) (tough) (dirt) (pet stains) (stains) (and) (pet odors) (odors)

Leaves (insert usage surfaces) (clean and fresh)

Best (Rug Doctor) formula for cleaning (usage site)

Removes tough dirt and grime

Unbeatable cleaning

Fast and effective cleaning

(removes) (eliminates) tough odors and soils

Cleans the toughest (stains) (and) (soils)

Cleans tough (stains) (and) (soils)

Powerful (penetrating) clean

Deep down cleaning

For a thorough, deep down clean

For a deep clean

Cleans beyond the surface

Enhanced cleaning performance

Improve(s)(d) cleaning performance (with sanitization)

Boosts (deep cleaning performance)

Boosts (deep) cleaning

Improve(s) (d) (deep) cleaning performance

Makes deep cleaning more effective

| (Note to Reviewer: (parenthetical text) and [bracketed text] is optional; [bracketed text] {text in braces}
is informational.)

1st step in spot & deep cleaning

Removes tough stains

Cleans and deodorizes (in one step)

Removes (insert stains)

Advanced spot (and stain) cleaning

Cleans all soft surfaces in your home

Eliminates tough stains and odors

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {bracketed text} {text in braces} is informational.)

(Deodorizing claims)

Kills 99.9% of odor causing bacteria

Reduces and controls (odor-causing) bacteria*

Kill odor-causing bacteria and deodorize for cleaner, longer lasting carpet

Effective as a sanitizing agent against (odor causing) bacteria*

Doesn't just mask (pet) odors

Eliminates (pet) odors (,) doesn't just mask (them)

(Permanently) Eliminates (pet) odors

Freshens the home

Freshens (insert usage site)

Refreshens (insert usage site)

Fresh & Clean

Deodorizes

Freshens

Deodorizes & freshens

Lifts (pet) odors and freshens

Eliminates the toughest (pet) odors at the source

Eliminates odors

Eliminates odors (including) (kitchen) (pet) (and) (smoke)

Freshens (insert usage surface)

Refreshens (insert usage surface)

Leaves (insert usage site) (insert usage surface) deodorized

Full day freshness

For ultimate freshness

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; ~~{bracketed text}~~-{text in braces} is informational.)

Leaves (insert usage site) (insert usage surface) smelling (refreshed) (fresh) (clean)

Long lasting freshness

Eliminates odors at the source

Reduces odor causing bacteria (on)(in) (insert usage site) (insert usage surface)

Leaves your (insert usage site)(insert usage surface) free of (pet) odors

Keeps your (insert usage site) (insert usage surface) smelling fresh

Penetrates (deep inside) (insert usage site) (insert usage surface) to eliminate (pet) odors at their source

Neutralizes (pet) odors

Neutralizes (pet) odors in (insert usage site) (insert usage surface)

Neutralizes, reduces, and controls the growth of odor causing bacteria

(Kills) (Eliminates) (Destroys) odor causing bacteria

(Effectively) (effective to kill) (kills) odor causing bacteria

Eliminates (pet) odors and (kills) (removes) (gets rid of) the bacteria that cause them

Kills odor causing bacteria on (insert usage site) (insert usage surface)

(Eliminates) (removes) (the toughest) (tough) odors caused by bacteria on (insert usage site) (insert usage surface)

Eliminates (tough odor) (tough odors) (bacterial odor) (bacterial odors) (pet odors) on (insert usage site) (insert usage surface)

(Antimicrobial) (Antibacterial) (action) kills odor causing bacteria

Prevents (buildup of) odors by killing odor causing bacteria on (insert usage site) (insert usage surface)

Kills odor causing household bacteria

Kills (odor causing) bacteria leaving (insert usage site) (insert usage surface) smelling fresh)

Removes tough (pet) odors and soils

Freshens while killing odor causing bacteria

Leaves (rooms) (home(s)) smelling fresh and clean

| (Note to Reviewer: (parenthetical text) and [bracketed text] is optional; ~~{bracketed text}~~, {text in braces}
is informational.)

(Insert usage site) (Insert usage surface) (Pet) Spot and Stain Deodorizer

(Insert usage site) (Insert usage surface) (Pet) Deodorizer

(Insert usage site) (Insert usage surface) (Pet) Odor Neutralizer

(Insert usage site) (Insert usage surface) (Pet) Odor Eliminator

(Insert usage site) (Insert usage surface) (Pet) Refresher

Removes odors while cleaning

Eliminates tough stains and odors

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; ~~[bracketed text]~~ {text in braces} is informational.)

(General Usage Claims)

Get a true clean (with) (this product)

Okay (suitable) to use daily

(Okay) (Suitable) for daily use

(Okay) (Suitable) for weekly use

(Okay) (Suitable) for monthly use

(Okay) (Suitable) for regular use

(Okay) (Suitable) for everyday use

(Okay) (Suitable) for frequent use

Good for (everyday) touch ups (for your) (tough) (dirt) (and) (stains) (pet stains)

Use daily (in) (on) the (insert usage area) your (family) (and) (pets) touch (the most) often

Use on (soft) surfaces that you and your family come in contact with everyday

Suitable for use on (insert usage site)

Great for use in any room of the house

Use throughout your house

Contains no heavy metals, optical brighteners, or dyes

Bottle contains minimum of X% post-consumer recycled plastic

Dye Free (formula) (technology)

No harsh odor

Suitable for (your) soft surfaces

Compatible with (your) soft surfaces

(Easy) (Gentle) (Mild) on your soft surfaces

Suitable for use on carpets (including nylon & stain resistant carpets)

(Effective) (Works) on carpets

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; ~~[bracketed text]~~ {text in braces} is informational.)

Compatible (with) (on) carpets (including nylon, polyester, & stain resistant carpets)

Leaves carpet (clean) (sanitized) for children and pets (when used as directed)

For everyday use

Leaves no residue

No residue

No Chemical residue

No-Rinse formula

Effective clean you can trust

(Carefully) (Consciously) designed (for home use)

(Ingredients) designed for home use

(Designed) (Developed) for home use

Carefully designed

This product is approved for use on (insert usage site)

Compatible with (insert usage sites)

Use on (insert usage sites) as a spot treatment

Suitable for use on (insert usage site)

Trusted heritage of hydrogen peroxide

Effective cleaning of your carpet

Great cleaning for your carpet

Great cleaning on your carpet

(Great for) (Effective on) (insert usage site)

Proven to work without (fading) (discoloring) (damaging) (insert usage site(s))

Powerful everyday cleaner that remove many spots and stains (including (spaghetti sauce) (coffee) (mud) (wine) (pet stains) (cola) (tea) (food grease))

Color safe (will not) (won't) (harm fabrics)

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; ~~{bracketed text}~~, {text in braces} is informational.)

For use on (insert usage surfaces)

(For) use (before), (after) or (in between) (deep) cleanings

Tough on dirt, easy on you

Gentle

Kind

Non-harsh

No (chlorine) bleach

Bleach (free) (alternative)

No harsh chemicals

No (harsh) (strong) (fumes) (chemicals) (residue) (residues)

No worries

A (gentle) (mild) way to (clean)(and) (sanitize)

(Gentle on) (Won't harm) surfaces

(Contains no) (Does not contain) (bleach), (added dyes), (added colors), (perfumes), (VOCs), (ammonia), (phosphates)

Non-corrosive

Eliminates odor causing bacteria

Great for cleaning up (pet) (baby) (child) (children) (and) (people) messes

Can be used on (insert surfaces) (insert sites)

Color safe, won't harm fabrics

Clean all your worries away

No (fragrance) (perfumes)

(Fragrance) (Perfume) free

Dye Free

Improved cleaning for the spots you can't see

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; ~~[bracketed text]~~ {text in braces} is informational.)

Formulated for use on stain resistant carpet

(Easy to use claims)

Advanced (formula) (for) (insert usage sites)

Dries in (X) minutes

Dries fast on soft surfaces other than carpet

Fast drying on soft surfaces other than carpet

Gentle mist dries in minutes on soft surfaces other than carpet

Can be used anytime

Dual (action) (purpose)

Works on (most) (insert usage sites)

Everyday formula

(Suitable) For everyday use

Multi-Purpose

Dual (Triple) Action

Multi-use

Spray on (insert usage site) your family comes in contact with daily

Treat (pet) stains, (pet) odors, and allergens**

Takes care of (insert usage sites) (pet) stains and odors

Fast, easy, and effective cleaning

Easy to use

Leaves no residue

Suitable for use around the (home) (house)

Makes (pet) cleaning easier

No rinsing required

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; {bracketed text} {text in braces} is informational.)

Convenient to use (-cleans and sanitizes)

Ready to use

Simple application

Quick (and Easy)

Keep your home clean

Great for (insert usage sites)

It (foams) (and) (bubbles) so you know it's working

(2 in 1) (3 in 1) (4 n 1) Action (-saves you time)

(All in 1) (2 in 1) (3 in 1) (4 in 1) (5 in 1) (formula)

Easily removes (soils) (and) (stains)

Spot sanitization for you (insert usage site) soft surface(s) other than carpet

Spot sanitization for your carpet

Effective cleaning for you (insert usage site)

(Note to Reviewer: (parenthetical text) and [bracketed text] is optional; ~~{bracketed text}~~ {text in braces} is informational.)

MARKETING CLAIMS

Try (me) (for) (free) (now) (today)

Save (\$X) now

Bonus (X) (oz)(X%) (more)

New {note to the reviewer: use for 6 months only}

New and Improved {note to the reviewer: use for 6 months only}

Value (size) (pack)

Trial (size) (pack)

(2 in 1) (3 in 1) (4 in 1) (action)

(Dual) (Triple) Action

Advanced


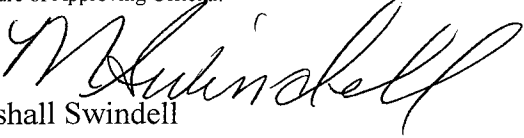
All in 1

Complete clean

Good Value

Great Value

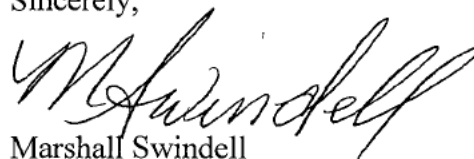
Premium Product

 <p>U.S. ENVIRONMENTAL PROTECTION AGENCY Office of Pesticide Programs Antimicrobials Division (7510P) 1200 Pennsylvania Avenue NW Washington, D.C. 20460</p> <p>NOTICE OF PESTICIDE: <u> x </u> Registration <u> </u> Reregistration (under FIFRA, as amended)</p>	EPA Reg. Number: 49158-1	Date of Issuance: MAY 7 2014		
	Term of Issuance: Conditional			
	Name of Pesticide Product: Rug Doctor Antibacterial Carpet Cleaner			
Name and Address of Registrant (include ZIP Code): Rug Doctor, Inc. 4701 Old Shepard Place Plano, TX 75093				
<p>Note: Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Registration Division prior to use of the label in commerce. In any correspondence on this product always refer to the above EPA registration number.</p>				
<p>On the basis of information furnished by the registrant, the above named pesticide is hereby registered/reregistered under the Federal Insecticide, Fungicide and Rodenticide Act. Registration is in no way to be construed as an endorsement or recommendation of this product by the Agency. In order to protect health and the environment, the Administrator, on his motion, may at any time suspend or cancel the registration of a pesticide in accordance with the Act. The acceptance of any name in connection with the registration of a product under this Act is not to be construed as giving the registrant a right to exclusive use of the name or to its use if it has been covered by others.</p> <ol style="list-style-type: none"> 1. Submit and/or cite all data required for registration/reregistration/registration review of your product when the Agency requires all registrants of similar products to submit such data. <ol style="list-style-type: none"> a. The IPBC DCI will be issued in 2014, and you are responsible for addressing the data requirements outlined in the data call-in. A copy of the DCI can be located in the Docket for this active ingredient http://www.regulations.gov/#!docketDetail;D=EPA-HQ-OPP-2011-0420. A copy of the EDSP Order can be located http://www.epa.gov/endo/pubs/edsp_orders_status.pdf. If you have specific questions about the DCI, contact Sandra O'Neill at 703-347-0141. 2. Submit a one-year study required to satisfy the storage stability and corrosion characteristics requirements (Guidelines 830.6317 and 830.6320). You have 18 months from the date of registration to provide these data. 				
Signature of Approving Official:  Marshall Swindell Product Manager Team 33 Regulatory Management Branch Antimicrobials Division (7510P)	Date: MAY 7 2014			

A stamped copy of your labeling is enclosed for your records. Submit a final printed label before distributing or selling this product.

If you have questions concerning this matter, please contact me at (703) 308-6341 or by email at Swindell.Marshall@epa.gov or Zebora Johnson at (703) 308-7080 or by email at Johnson.Zebora@epa.gov

Sincerely,

A handwritten signature in black ink, appearing to read 'M. Swindell', written in a cursive style.

Marshall Swindell
Product Manager (33), RMBI
Antimicrobials Division (7510P)

Enclosure: Stamped label

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

RUG DOCTOR ANTIBACTERIAL CARPET CLEANER

(Master Label)

Name (Name TBD)

(Alternate Brand Names:)

SOFT-SURFACE AND CARPET [SANTITIZER] – [CLEANER] – [DEODORIZER] – [ANTIBACTERIAL] – [ANTI-ALLERGEN**]

[Antibacterial Carpet Sanitizer], [Bacteria reducer*], [Spot and Stain Cleaner], [Soft Surface Cleaner], [Carpet Cleaner], [(Dual Action) (Triple Action) (Multi-Purpose) Cleaner], [(Pet) Stain and Odor (Remover) (Eliminator) and Sanitizer], [(One-step) Deodorizer], [Formula for (Carpet) (&) (Upholstery)], [Deep (Spot) Clean(er) + Sanitize(r)], [(Sanitization) (Sanitizing (Treatment) (Pretreat(er))), [Tough Stain (Treatment)]] [Allergen** Remover], [Allergen** Reducer] [Anti-Allergen Treatment**], [Allergen Eliminator**]

KEEP OUT OF REACH OF CHILDREN

Active Ingredient:

Hydrogen Peroxide.....4.85%

Other ingredients.....95.15%

Total: 100.00%

EPA Reg. No.: 49158-x

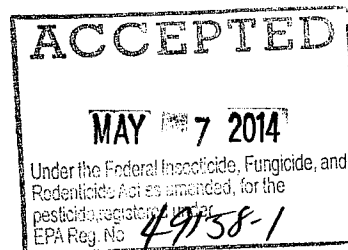
EPA Est. No.:

Manufactured [by] [for]:

Rug Doctor, Inc.

4701 Old Shepard Place

Plano, TX 75093



Net contents: (24 FL OZ (710mL)) (17 FL OZ (502mL)) (16 FL OZ (472mL))

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Soft Surface Use Sites (Location) [†]

All around the house [†]	Car(s)	Truck(s)	Study (Studies)
All around the home [†]	Closet(s)	Laundry Room(s)	Sunrooms(s)
Apartment(s)		Living Room(s)	SUV(s)
Attic	(Damp) Storage Area(s)	Locker (liners) (Pads)	Van(s)
Automobile(s)	(Damp) Storage Room(s)	Mobile Home(s)	
Baby's Room (s)	Den(s)	Mud Room(s)	
Basement(s)	Dining Room(s)	Nursery (Nurseries)	
Bathroom(s)	Dorm(s)	Office(s)	
Bedroom(s)	Family Room(s)	Pet area(s)	
Boat(s)	Garage(s)	Playroom(s)	
Cabin(s)	Home	Storage Locker(s)	
Camper(s)	House	Studios	

[†] Not for use on wool carpets

* Non food contact surfaces only

Use (Surfaces) [†] [may include graphic depicting surface]

(Area) Rug(s)	(Cotton) Purses	(Upholstered) Furniture	Shower Curtain(s)
Back (School) packs	(Upholstered) Couch(es)		Sleeping bag(s)
Bedspreads	Cover(s)	Gym Bag(s)	Slipper(s)
Bathroom mats (rugs)	Curtain(s)	Hamper(s)	Sofa(s)
Bedding	Cushions	Kitchen mat(s)	Soft (household) surfaces
Blankets	Desk Chairs	(Kitchen) (Household) Seat Cushion(s)	(Carpeted) Stair(s)
Box Springs	Diaper Bag(s)	Laundry bag(s)	Stuffed animal(s)
(Canvas) (shoes) (Sneakers)	Door mat(s)	Mattress(es)	Upholstery
(Upholstered) Car Seats	Draperies	Pet area(s)	Window Treatments
Carpet(s)	Duvet Cover(s)	(Pet) (dog) (Cat) (bed(s)) (bedding)	Athletic Equipment
(Upholstered) Chair(s)	Entry mat(s)	Pillow(s)	
(Children's) Soft Fabric Toys	Entry rug(s)	Shoe interior(s)	
Comforter(s)	Fabric(s)	Sheets	

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Stains (may include graphic depicting the stain)

Urine	Dirt	Cola	Mustard
Food	Feces/fecal matter	Juice	
Vomit	Tracked-in dirt	Fruit juice	
Sweat	Spaghetti sauce	Red wine	
Blood	Coffee	Ink	
Drool	Mud	Chocolate	
Milk	Wine	Salad dressing	
Insect/rodent droppings	Pet stains	Ketchup	

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

For home, commercial & industrial use

DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling. Read and follow all directions and precautions on this product label.

Fabric and Carpet (precaution) advisory statement: Before cleaning test for colorfastness by applying a small amount of product in an inconspicuous area. After one minute, blot using a clean dry white cloth and check for color transfer. If color is affected, do not use. Before using this product on upholstery, look for manufacturer's cleanability code tag. Use on upholstery coded "WS" or "W". Do not use on upholstery coded "X" or "S". Do not use on velvet, silk, vinyl, or leather upholstery. Not intended for use on wool carpet.

FOR USE ON CARPET

GENERAL CLEANING: Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Spray a light even coating on the soiled area, and lightly scrub the surface (Let air dry.)

GENERAL SPOT CLEANING: Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Spray a light even coating on the soiled area, and lightly scrub the surface working toward center of the stain from the edges. Blot dry with a towel, pressing deep into the stain. (Repeat as needed (for stubborn stains).) (Let air dry.)

TO (ONE STEP) CLEAN AND SANITIZE: Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Hold the spray bottle approximately 3 inches from surface of the carpeting and spray an ~~light~~ even coating on soiled area until damp. Scrub surface with moderate pressure for 30 seconds. Allow to remain wet for (60 minutes) (1 hour) (an hour). Gently blot area with a clean, damp, color-safe cloth. (Repeat as needed (for stubborn stains).) (Let air dry.) (Vacuum.) (Deep clean following your machine's guide.)

TO DEODORIZE OR FRESHEN: Turn nozzle to spray position. Spray until slightly damp (to eliminate (pet) odors). Let air dry. (Vacuum.) For difficult odors repeat applications.

TO PRECLEAN (PRETREAT) (& SANITIZE): Turn nozzle to spray position, hold spray bottle approximately 3 inches from surface and spray an ~~light~~ even coating ~~over~~ on soiled area until damp. Scrub surface with moderate pressure for 30 seconds. Allow to remain wet for 60 minutes (1 hour) (an hour). (Deep clean following your machine's guide).

ANTI-ALLERGEN TREATMENT: Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Hold the spray bottle approximately 3 inches from surface of the carpeting and spray a ~~light~~ even

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

coating on soiled area until damp. Allow to remain wet for 5 minutes. Gently blot area with a clean, damp, color-safe cloth. (Vacuum.)

(may include graphics)

FOR USE ON SURFACES OTHER THAN CARPET:

GENERAL CLEANING: Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Spray a light even coating on the soiled area, and lightly scrub the surface (Let air dry.)

GENERAL SPOT CLEANING: Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Spray a light even coating on the soiled area, and lightly scrub the surface working toward center of the stain from the edges. Blot dry with a towel, pressing deep into the stain. (Repeat as needed (for stubborn stains).) (Let air dry.) **TO (ONE STEP) CLEAN AND SANITIZE:** Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Hold the spray bottle approximately 3 inches from surface of the carpeting and spray an ~~light~~ even coating on soiled area (fabric) until damp. Allow to remain wet for 5 minutes. Gently blot area with a clean, dry, color-safe cloth. (Repeat as needed (for stubborn stains or heavy fabrics.) (Let air dry.) (Vacuum.)

TO DEODORIZE OR FRESHEN: Turn nozzle to spray position. Spray until slightly damp (to eliminate (pet odors). Let air dry. (Vacuum.) For difficult odors repeat applications.

TO PRECLEAN (PRETREAT) (& SANITIZE): Turn nozzle to spray position, hold spray bottle approximately 3 inches from surface and spray a light even coating over soiled area until damp. Allow to remain wet for 5 minutes. (Deep clean following your machine's guide).

ANTI-ALLERGEN TREATMENT: Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Hold the spray bottle approximately 3 inches from surface of the carpeting and spray a ~~light~~ even coating on soiled area until damp. Allow to remain wet for 5 minutes. Gently blot area with a clean, damp, color-safe cloth. (Vacuum.) (may include graphics)

STORAGE AND DISPOSAL

Nonrefillable container. Store in original container in areas inaccessible to small children. Keep securely closed. Do not reuse or refill this container. Place [container] in trash or offer for recycling if available.

Manufactured by
Rug Doctor, Inc.
Questions or Comments 1.800.Rug Doctor (1-800-784-3628)

Internet: www.rugdoctor.com

[Questions?] [Comments?] [Call 1-800-784-3628]

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Optional Label Statements, Marketing Claims, and Pictograms:

*Kills 99.9% of (*Enterobacter aerogenes* (ATCC 13408))(and)(*Staphylococcus aureus*) (ATCC 6538)(Staph)(on carpet). Kills 99.9% of (*Klebsiella pneumonia* (ATCC 4352)) (and))(Staphylococcus aureus (ATCC 6538)(Staph) (on soft surfaces other than carpet).

**Non-living allergens including: Pollen, Pet dander, Dust mite matter

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

(Sanitizing Claims)

(Deep) Cleans (&) (+) Sanitizes

(Deep) Cleans (&) (+) Sanitizes (insert usage site)

(Deep) Cleans (&) (+) Sanitizes in 5 minutes on soft surfaces other than carpet

(Deep) Cleans (&) (+) Sanitizes in 60 minutes (1 hour) (an hour) (on carpets)

(Deep) Cleans (&) (+) Sanitizes in 60 minutes (1hour) (an hour) on Carpets and 5 minutes on all other soft surfaces

5 minutes is all it takes to kill 99.9% of bacteria* on (insert usage surface)

Kills 99.9% of bacteria*

Kills 99.9% of (*Staphylococcus aureus* (ATCC 6538)) (Staph) , (*Enterobacter aerogenes* (ATCC 1308)) (Enterobacter), and (*Klebsiella pneumoniae*) (ATCC4352)

Kills 99.9% of bacteria* in 5 minutes on soft surfaces other than carpet

Kills 99.9% of bacteria* in 60 minutes (1 hour) (on carpets)

Sanitizes (insert usage surface) in 5 minutes on soft surfaces other than carpet

Sanitizes (insert usage surface) in 60 minutes (1 hour) on carpets

(Sanitizes) in only 5 minutes on soft surfaces other than carpet

(Sanitizes) in only 60 minutes (1 hour) (on carpets)

Sanitizes (insert usage sites)

Sanitizes

Sanitizes and eliminates (pet odors) (odors) (allergens**) (and) (everyday dirt) (spots and stains)

(Deep) Cleans and sanitizes, eliminates 99.9% of bacteria*

Cleans as it sanitizes (in one step)

Eliminates (99.9%) of (bacteria)*

Removes (the most) (common) allergens**

Eliminates (the most) (common) allergens**

Leaves (insert usage surfaces) clean and sanitizes

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Leaves (insert usage surfaces) clean, sanitized, and deodorized

Leaves (insert usage surfaces) sanitized

(Deep) Cleans, sanitizes, refreshes (insert usage site)

(Deep) Cleans, sanitizes, refreshes, (pet messes)

(Deep) Cleans (+) (sanitizes) (+) deodorizes (+) (and) (freshens) in one easy step

2 in 1 (Dual Action) (formula) – (cleans) (sanitizes) (deodorizes) (freshens) (in 1 easy step)

3 in 1 (Triple Action) (formula) – (cleans) (sanitizes) (deodorizes) (freshens) (in 1 easy step)

4 in 1 (All in One) (formula) – (cleans) (sanitizes) (deodorizes) (freshens) (in 1 easy step)

Kills 99.9% of *Klebsiella pneumonia* (ATCC 4352) and *Staphylococcus aureus* (staph) (ATCC 6538) on (insert usage site) in 5 minutes (on soft surfaces other than carpet)

Kills 99.9% of *Enterobacter aerogenes* (ATCC 13048) and *Staphylococcus aureus* (staph) (ATCC 6538) on (insert usage site) in 60 minutes (1 hour) (on carpets)

Destroys 99.9% of bacteria* on (insert usage sites)

Kills 99.9% of bacteria* at the source

Effectively kills 99.9% of bacteria*

Kills 99.9% of bacteria* in 5 minutes on soft surfaces other than carpet

Kills 99.9% of bacteria* in 60 minutes (1 hour) (an hour) on carpets

Kills 99.9% of bacteria* on (insert usage site) (for a deep down clean)

Kills 99.9% of household bacteria* on (insert usage site) (for a deep down clean)

(Kills) (destroys) (eliminates) 99.9% of (*Staphylococcus aureus*) (staph) (ATCC 6538)(and) (*Klebsiella pneumonia*) (ATCC 4352) in 5 minutes on soft surfaces other than carpet

(Kills) (destroys) (eliminates) 99.9% of (*Staphylococcus aureus*) (staph)(ATCC 6538)(and) (*Enterobacter aerogenes*) (ATCC 13048)in 60 minutes (1 hour) (an hour) on carpet

(Kills) (destroys) (eliminates) 99.9% of (*Staphylococcus aureus*) (staph) (ATCC 6538) (and) (*Klebsiella pneumonia*) (ATCC 4352) (for spot treatment) (on) (insert usage site)

(Use) To eliminate 99.9% of bacteria* on (insert usage site)

Kills 99.9% of bacteria* in (only) 5 minutes on soft surfaces other than carpet

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Kills 99.9% of bacteria* in (only) 60 minutes (1 hour) (an hour) on carpets

Kills 99.9% of bacteria* on (insert usage site) in (only) 5 minutes on soft surfaces other than carpet

Kills 99.9% of bacteria* on (insert usage site) in (only) 60 minutes (1 hour) (an hour) on carpet

Sanitizes (insert usage site)

(Both) Cleans & Sanitizes – better than cleaning alone

Cleans & Sanitizes in 5 minutes on soft surfaces other than carpet

Cleans and Sanitizes in 60 minutes (1 hour) (on carpets)

(X) in 1 (formula) (cleans) (and) (sanitizes) (and) (deodorizes) (and) (eliminates allergens)**

One step clean(s)(er) and sanitize(s)(r)

Neutralizes and reduces the growth of bacteria[±]

Makes sanitizing easy

Easy (sanitizing)

Fast & easy (sanitizing)

(Antimicrobial) (Antibacterial) (formula) cleans and sanitizes

The easy, effective, and convenient way to sanitize (insert usage site)

Antibacterial (cleaner)

Antimicrobial (cleaner)

Leaves (insert usage site) sanitary

Sanitizes as it cleans

For cleaning and sanitizing (insert usage site)

Antibacterial formula cleans and sanitizes in one (1) step

(Deep) Cleans, (Sanitizes), (Deodorizes), (Freshens), (removes Allergens**) in (one) (1) easy step

(Deep) Cleans (+) (sanitizes) (+) (Deodorizes) (+) (Freshens) (+) (Removes Allergens**) (+) (Removes Odors)

Kills 99.9% of bacteria* and eliminates (pet) odors for a cleaner, fresher home

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

All in one formula (cleans) (and) (sanitizes) (and) (deodorizes) (and) (freshens) (and) (eliminates allergens**)

(2 in 1) (3 in 1) (4 in 1) (5 in 1) formula cleans (and) sanitizes (and) deodorizes (and) freshens (and) eliminates allergens**

One step (cleans) (and) (sanitizes) (and) (deodorizes) (and) (freshens) (and) (eliminates allergens**)

The easy, effective, and convenient way to sanitize (usage site)

Makes sanitizing easy

The quick and easy way to clean and sanitize your (insert usage site)

(Deep) Cleans as it sanitizes

Sanitizes as it cleans

Cleans as it sanitizes

Removes and sanitizes (pet) stains (such as) (urine) (fecal matter) (feces) (and) (vomit)

(Pet) Stain and odor remover and sanitizer

Convenient to use (-cleans and sanitizes)

Sanitizes and refreshes

Improves cleaning performance to also sanitize

(Deep) Cleans plus sanitization

Penetrates (deep down) to (thoroughly) clean and sanitize

Penetrates (deep down) to thoroughly remove (stains), (bacteria*), (and) (odors)

Thoroughly cleans and sanitizes deep within carpet fibers, eliminating stains, bacteria*, and allergens**

Go beyond surface cleaning

Goes beyond surface cleaning

Go beyond surface cleaning – unique penetrating action thoroughly cleans and sanitizes deep into the carpet fibers

Deep cleaning formula that provides cleaning and sanitization (at the same time)

(Deep) Cleans, Sanitizes and Reconditions (in one easy step)

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Destroys tough odors and bacteria*

Unique penetrating action goes deep within carpet fibers to thoroughly clean and sanitize – eliminating dirt, stains, odors, bacteria, and allergens**.

(Removes) (Eliminates) bacteria*

(Sanitization) (Sanitizing) (Antibacterial) (Antimicrobial) Treatment

Stain & odor (remover) (eliminator) that sanitizes as it cleans

Sanitizes as it cleans

Penetrates to sanitize(s) and (clean) (loosen(s)) (tough) stains (including (spaghetti sauce) (coffee) (mud) (wine) (pet stains) (cola) (tea) (food grease))

Penetrates, sanitizes and loosen (tough) stains

Spot removal (Clean) (+) (&) Sanitize for a more (effective) clean

Spot removal (clean) (+) (&) Sanitize for a higher level of clean(ing)

Take (more) control of your cleaning (with sanitization) (insert product name)

Penetrates to (clean) (and) (loosen) (tough) stains (and sanitizes)

(Removes) (kills) (sanitizes) (bacteria*) on soft surfaces (insert surfaces)

Cleans and sanitizes (pet) (baby) messes

Cleans and sanitizes food spills

A (gentle) (mild) way to (clean)(and) (sanitize)

Sanitize after exposure to (urine), (food), (vomit), (sweat), (blood), (drool), (insect/rodent droppings), (feces), (fecal matter)

Antimicrobial treatment (for) (insert usage site) (insert usage surface)

Antibacterial treatment (for) (insert usage site) (insert usage surface)

(Cleaning) (and) (Sanitizing) for the spots you can't see

(Antibacterial) (Antimicrobial) carpet (treatment) (sanitizer)

(Antibacterial) (Antimicrobial) Cleaner

Sanitizer and Cleaner

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

One step cleaner and sanitizer for carpets (rugs) (fabrics)(&) (textiles)

Cleans and sanitizes carpet (&) (rugs) (fabrics) (textiles) (in one step)

Cleans as it sanitizes

Clean, sanitize, and deodorize your carpet

Deep cleans and sanitizes all soft surfaces

Effectively kills 99.9% of harmful bacteria*

Suitable for carpets, bedding, mattresses, and other soft surface (define list)

Effectively helps control symptoms/causes of (indoor) asthma**.

Proven to remove allergens**

Removes most common allergens**

Removes allergens** including pollen, dust mites and pet dander

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

(Cleaning Claims)

Fast & effective (pet) cleaning

For a cleaner, fresher household

Effectively (removes) (eliminates) tough (dirt) (stains) (spots) (and) (grime)

Better than ever cleaning (and sanitizing) (for your) (insert usage site)

Effective cleaning of tough (pet) spots and stains

(Permanently) (removes) (eliminates) deep down dirt and (set in) stains

(Permanently) (removes) (eliminates) tough (pet) stains and odors (on) (insert usage site)

Spot treatment for (pet stains and odors) (insert usage site)

Cleans tough (pet spots) (spots) (and) (pet stains) (stains)

(removes) (eliminates) (tough) (dirt) (and) (stains) (pet stains)

Removes dirt, dust, and common allergens** from (insert usage site)

(Permanently) (removes) (eliminates) tough stains like (red wine), (food stains), (fruit juice), (pet messes), (mud/dirt), (ink), (chocolate), (coffee/tea), (cola), (blood), (grease), (motor oil)

(Permanently) removes tough pet stains like (urine), (feces), (vomit), (tracked-in dirt), and (blood)

Removes deep down (dirt), (pet stains), (stains), (&), (pet odors), (odors),

(Permanently) Eliminates tough pet stains like (urine), (feces), (vomit), (tracked-in dirt), and (blood)

Eliminates deep down (dirt), (pet stains), (stains), (&), (pet odors), (odors)

Deep down clean(ing)

For a deep (down) clean

Powerful cleaning ability

Cleans (insert usage site)

Cleans everyday (pet) messes

(Removes) (Eliminates) (pet spots) (spots) (and) (stains) without hard scrubbing

No (hard) scrubbing required

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

(Foam) (Bubbles) work(s) hard on (tough) (dirt) (spots) (and) (stains)

(Foaming action) works hard to (remove) (eliminate) (tough) (dirt) (spots) (and) (stains)

Penetrates to (remove) (eliminate) (deep down) (tough) (dirt) (pet stains) (stains) (and) (Pet odors) (odors)

Penetrates for a (complete) (deep) clean

Specially designed to penetrate (deep down) (tough) (dirt) (pet stains) (stains) (and) (pet odors) (odors)

Leaves (insert usage surfaces) (clean and fresh)

Best (Rug Doctor) formula for cleaning (usage site)

Removes tough dirt and grime

Unbeatable cleaning

Fast and effective cleaning

(removes) (eliminates) tough odors and soils

Cleans the toughest (stains) (and) (soils)

Cleans tough (stains) (and) (soils)

Powerful (penetrating) clean

Deep down cleaning

For a thorough, deep down clean

For a deep clean

Cleans beyond the surface

Enhanced cleaning performance

Improve(s)(d) cleaning performance (with sanitization)

Boosts (deep cleaning performance)

Boosts (deep) cleaning

Improve(s) (d) (deep) cleaning performance

Makes deep cleaning more effective

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

1st step in spot & deep cleaning

Removes tough stains

Cleans and deodorizes (in one step)

Removes (insert stains)

Advanced spot (and stain) cleaning

Cleans all soft surfaces in your home

Eliminates tough stains and odors

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

(Deodorizing claims)

Kills 99.9% of odor causing bacteria

Reduces and controls (odor-causing) bacteria*

Kill odor-causing bacteria and deodorize for cleaner, longer lasting carpet

Effective as a sanitizing agent against (odor causing) bacteria*

Doesn't just mask (pet) odors

Eliminates (pet) odors (,) doesn't just mask (them)

(Permanently) Eliminates (pet) odors

Freshens the home

Freshens (insert usage site)

Refreshens (insert usage site)

Fresh & Clean

Deodorizes

Freshens

Deodorizes & freshens

Lifts (pet) odors and freshens

Eliminates the toughest (pet) odors at the source

Eliminates odors

Eliminates odors (including) (kitchen) (pet) (and) (smoke)

Freshens (insert usage surface)

Refreshens (insert usage surface)

Leaves (insert usage site) (insert usage surface) deodorized

Full day freshness

For ultimate freshness

Leaves (insert usage site) (insert usage surface) smelling (refreshed) (fresh) (clean)

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Long lasting freshness

Eliminates odors at the source

Reduces odor causing bacteria (on)(in) (insert usage site) (insert usage surface)

Leaves your (insert usage site)(insert usage surface) free of (pet) odors

Keeps your (insert usage site) (insert usage surface) smelling fresh

Penetrates (deep inside) (insert usage site) (insert usage surface) to eliminate (pet) odors at their source

Neutralizes (pet) odors

Neutralizes (pet) odors in (insert usage site) (insert usage surface)

Neutralizes, reduces, and controls the growth of odor causing bacteria

(Kills) (Eliminates) (Destroys) odor causing bacteria

(Effectively) (effective to kill) (kills) odor causing bacteria

Eliminates (pet) odors and (kills) (removes) (gets rid of) the bacteria that cause them

Kills odor causing bacteria on (insert usage site) (insert usage surface)

(Eliminates) (removes) (the toughest) (tough) odors caused by bacteria on (insert usage site) (insert usage surface)

Eliminates (tough odor) (tough odors) (bacterial odor) (bacterial odors) (pet odors) on (insert usage site) (insert usage surface)

(Antimicrobial) (Antibacterial) (action) kills odor causing bacteria

Prevents (buildup of) odors by killing odor causing bacteria on (insert usage site) (insert usage surface)

Kills odor causing household bacteria

Kills (odor causing) bacteria leaving (insert usage site) (insert usage surface) smelling fresh)

Removes tough (pet) odors and soils

Freshens while killing odor causing bacteria

Leaves (rooms) (home(s)) smelling fresh and clean

(Insert usage site) (Insert usage surface) (Pet) Spot and Stain Deodorizer

(Insert usage site) (Insert usage surface) (Pet) Deodorizer

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

(Insert usage site) (Insert usage surface) (Pet) Odor Neutralizer

(Insert usage site) (Insert usage surface) (Pet) Odor Eliminator

(Insert usage site) (Insert usage surface) (Pet) Refresher

Removes odors while cleaning

Eliminates tough stains and odors

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

(General Usage Claims)

Get a true clean (with) (this product)

Okay (suitable) to use daily

(Okay) (Suitable) for daily use

(Okay) (Suitable) for weekly use

(Okay) (Suitable) for monthly use

(Okay) (Suitable) for regular use

(Okay) (Suitable) for everyday use

(Okay (Suitable) for frequent use

Good for (everyday) touch ups (for your) (tough) (dirt) (and) (stains) (pet stains)

Use daily (in) (on) the (insert usage area) your (family) (and) (pets) touch (the most) often

Use on (soft) surfaces that you and your family come in contact with everyday

Suitable for use on (insert usage site)

Great for use in any room of the house

Use throughout your house

Contains no heavy metals, optical brighteners, or dyes

Bottle contains minimum of X% post-consumer recycled plastic

Dye Free (formula) (technology)

No harsh odor

Suitable for (your) soft surfaces

Compatible with (your) soft surfaces

(Easy) (Gentle) (Mild) on your soft surfaces

Suitable for use on carpets (including nylon & stain resistant carpets)

(Effective) (Works) on carpets

Compatible (with) (on) carpets (including nylon, polyester, & stain resistant carpets)

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Leaves carpet (clean) (sanitized) for children and pets (when used as directed)

For everyday use

Leaves no residue

No residue

No Chemical residue

No-Rinse formula

Effective clean you can trust

(Carefully) (Consciously) designed (for home use)

(Ingredients) designed for home use

(Designed) (Developed) for home use

Carefully designed

This product is approved for use on (insert usage site)

Compatible with (insert usage sites)

Use on (insert usage sites) as a spot treatment

Suitable for use on (insert usage site)

Trusted heritage of hydrogen peroxide

Effective cleaning of your carpet

Great cleaning for your carpet

Great cleaning on your carpet

(Great for) (Effective on) (insert usage site)

Proven to work without (fading) (discoloring) (damaging) (insert usage site(s))

Powerful everyday cleaner that remove many spots and stains (including (spaghetti sauce) (coffee) (mud) (wine) (pet stains) (cola) (tea) (food grease))

Color safe (will not) (won't) (harm fabrics)

For use on (insert usage surfaces)

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

(For) use (before), (after) or (in between) (deep) cleanings

Tough on dirt, easy on you

Gentle

Kind

Non-harsh

No (chlorine) bleach

Bleach (free) (alternative)

No harsh chemicals

No (harsh) (strong) (fumes) (chemicals) (residue) (residues)

No worries

A (gentle) (mild) way to (clean)(and) (sanitize)

(Gentle on) (Won't harm) surfaces

(Contains no) (Does not contain) (bleach), (added dyes), (added colors), (perfumes), (VOCs), (ammonia), (phosphates)

Non-corrosive

Eliminates odor causing bacteria

Great for cleaning up (pet) (baby) (child) (children) (and) (people) messes

Can be used on (insert surfaces) (insert sites)

Color safe, won't harm fabrics

Clean all your worries away

No (fragrance) (perfumes)

(Fragrance) (Perfume) free

Dye Free

Improved cleaning for the spots you can't see

Formulated for use on stain resistant carpet

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

(Easy to use claims)

Advanced (formula) (for) (insert usage sites)

Dries in (X) minutes

Dries fast on soft surfaces other than carpet

Fast drying on soft surfaces other than carpet

Gentle mist dries in minutes on soft surfaces other than carpet

Can be used anytime

Dual (action) (purpose)

Works on (most) (insert usage sites)

Everyday formula

(Suitable) For everyday use

Multi-Purpose

Dual (Triple) Action

Multi-use

Spray on (insert usage site) your family comes in contact with daily

Treat (pet) stains, (pet) odors, and allergens**

Takes care of (insert usage sites) (pet) stains and odors

Fast, easy, and effective cleaning

Easy to use

Leaves no residue

Suitable for use around the (home) (house)

Makes (pet) cleaning easier

No rinsing required

Convenient to use (-cleans and sanitizes)

Ready to use

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Simple application

Quick (and Easy)

Keep your home clean

Great for (insert usage sites)

It (foams) (and) (bubbles) so you know it's working

(2 in 1) (3 in 1) (4 n 1) Action (-saves you time)

(All in 1) (2 in 1) (3 in 1) (4 in 1) (5 in 1) (formula)

Easily removes (soils) (and) (stains)

Spot sanitization for you (insert usage site) soft surface(s) other than carpet

Spot sanitization for your carpet

Effective cleaning for you (insert usage site)

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

MARKETING CLAIMS

Try (me) (for) (free) (now) (today)

Save (\$X) now

Bonus (X) (oz)(X%) (more)

New {note to the reviewer: use for 6 months only}

New and Improved {note to the reviewer: use for 6 months only}

Value (size) (pack)

Trial (size) (pack)

(2 in 1) (3 in 1) (4 in 1) (action)

(Dual) (Triple) Action

Advanced

All in 1

Complete clean

Good Value

Great Value

Premium Product



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460

OFFICE OF
PREVENTION, PESTICIDES
AND TOXIC SUBSTANCES

April 30, 2014

NOTE TO THE FILE

SUBJECT:

Rug Doctor Antibacterial Carpet Cleaner
EPA File Symbol 49158-R
Application Dated October 29, 2013

The Agency has completed its review and assessment of this application. The Agency has made a determination that the labeling changes required in AD's Efficacy Science Review (dated March 20, 2014) are not required at this time. The company has agreed to make several of the changes noted in the review but objected to others included in the science review (see attached company email and list of requested labeling changes below).

The Product Manager (33) and RMB1 Branch Chief have concluded that based on the fact that the objectionable comments have been shown to be approved on other pesticide product labels the regulatory branch will not require that the claims be removed at this time. After further research and discussion the Agency may require this and other pesticide products bearing the referenced claims remove or modify the labeling language. Below are the particular changes that were required:

LABEL RECOMMENDATIONS:

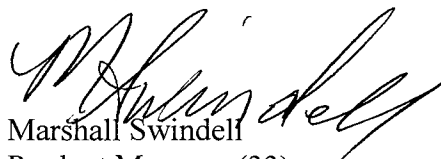
- Page 1, remove "[Deep (Spot) Clean(er) + Sanitizer]. It is false is misleading. The approved sanitization claims are for use on the surface of the use sites.
- Throughout the Sanitizing claims, remove the word "Deep". It is false is misleading. The approved sanitization claims are for use on the surface of the use sites.
- Throughout the Sanitizing claims, each claim for bacteria must be qualified. It is misleading without qualification by implying that the product sanitizes all bacteria.
- Page 9, remove the statement "Neutralizes and reduces the growth of bacteria". This is misleading as it implies bacteriostatic properties.
- Page 9 & 10, rewrite the statement "Sanitizes as it cleans" to state "Cleans as it sanitizes". Sanitization requires a contact time whereas cleaning does not. Therefore, cleaning will not promote sanitization without allowing the contact time period.

- Page 10, remove the statements "Penetrated (deep down) to (thoroughly) clean and sanitize", "Penetrates (deep down) to thoroughly remove (stains) (bacteria*), (and) (odors)", and "Go beyond surface cleaning- unique penetrating action thoroughly cleans and sanitizes deep into the carpet fibers". These statements are false and misleading. The approved sanitization claims are for use on the surface of the use sites.
- Page 11, remove the word sanitize within the statements or the entire statements "Unique penetrating action goes deep within carpet fibers to thoroughly clean and sanitize-eliminating dirt, stains, odors, bacteria, and allergens" and "Penetrates to sanitize(s) and (clean) (loosen(s)) (tough) stains (including (spaghetti sauce) (coffee) (mud) (wine) (pet stains) (cola) (tea) (food grease)". These statements are false and misleading. The approved sanitization claims are for use on the surface of the use sites.
- Page 11, the terms "Antimicrobial" and "Antibacterial" must be qualified. It is misleading without qualification by implying that the product sanitizes all microbes and bacteria.

The following changes to the label were made by the company”

- Page 4 and 5, in the directions for use, the statement "Hold the spray bottle approximately 3 inches from surface of the carpeting and spray a light even coating on soiled are (until damp)." must be rewritten to state "Hold the spray bottle approximately 3 inches from surface of the carpeting and spray a even coating on soiled are until damp". The instructions must include directions as performed in the approved testing.
- Throughout the Sanitizing claims, each claim for bacteria must be qualified. It is misleading without qualification by implying that the product sanitizes all bacteria.
- Page 11, remove the statement "Cleans and sanitizes (blood) (sweat) (drool) (insect droppings) (feces) (fecal matter) (food stains) (&) (vomit)". These statements are false and misleading. The approved sanitization claims are for use on the surface of the use sites. Data submitted does not support penetrating sanitizing claims.

Sincerely,



Marshall Swindell
Product Manager (33)
Regulatory Management Branch 1
Antimicrobials Division (7510P)



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF
CHEMICAL SAFETY
AND POLLUTION
PREVENTION

March 20, 2014

MEMORANDUM

SUBJECT: Efficacy Review for Rug Doctor;
EPA Reg. No. 49158-R;
DP Barcode: D416524

FROM: Karen M. Hill, Ph.D.
Microbiologist
Efficacy Evaluation Team
Product Science Branch
Antimicrobials Division (7510P)

THRU: Mark Perry
Team Leader
Product Science Branch
Antimicrobials Division (7510P)

TO: Marshall Swindell RM33/ Zebora Johnson
Regulatory Management Branch I
Antimicrobials Division (7510P)

APPLICANT: Rug Doctor, Inc.
4701 Old Shepard Place
Plano, TX. 75093

K. Hill
3/20/14

MP

Formulation from the Label:

<u>Active Ingredient(s):</u>	<u>% by wt.</u>
Hydrogen Peroxide.....	4.85%
Inert Ingredients.....	95.15%
Total.....	100.00%

I. BACKGROUND:

The applicant is seeking to register the product Rug Doctor Antibacterial Carpet Cleaner (EPA Reg. No. 49158-R) as a Carpet and Soft Surface sanitizer for institutional and residential use. Studies were conducted at ATS Labs, located at 1285 Corporate Center Drive, Suite 110, in Eagan, MN 55121.

This data package contained a letter from the applicant's representative to EPA dated October 29, 2013, EPA Form 8570-4 (CSF), four studies (MRID 492331-12 thru 492331-15), and Statement of No Data Confidentiality Claims for each study.

II. USE DIRECTIONS:

The product is designed for soft surfaces which include uses with back packs, curtains, cushions, kitchen mats, slippers, door mats, diaper bags, box springs, mattresses, gym bags, hampers, pillows, window treatments, sofas, shower curtains, fabrics, comforters, carpets, (canvas)(shoes)(sneakers), desk chairs, covers, (upholstered) couches, (cotton) purses, laundry bags, stuffed animals, upholstery, pet areas, duvet covers, (pet)(dog)(cat)(beds)(bedding), athletic equipment, shoe interior, sheets, (children's) soft fabric toys, (upholstered) car seats, blankets, bedspreads, draperies, entry mats, entry rugs, sleeping bags, (carpeted) stairs, soft (household) surfaces, and bedding.

Directions on the proposed label provide the following information regarding use of the product on carpet:

To (one step) clean and sanitize:

Remove any excess solids, liquid, or dirt. Turn nozzle to spray position. Hold the spray bottle approximately 3 inches from the surface of the carpeting and spray a light even coating on soiled area. Scrub surface with moderate pressure for 30 seconds. Allow to remain wet for (60 minutes) (1 hour) (an hour). Gently blot area with a clean, damp, color-safe cloth. (Repeat as needed (for stubborn stains).) (Let air dry.) (Vacuum.) (Deep clean following your machine's guide.)

To preclean (pretreat) (& sanitize):

Turn nozzle to spray position, hold spray bottle approximately 3 inches from surface and spray a light even coating over soiled area (until damp). Scrub surface with moderate pressure for 30 seconds. Allow to remain wet for 60 minutes (1 hour) (an hour). (Deep clean following your machine's guide).

Directions on the proposed label provide the following information regarding use of the product on surfaces other than carpet:

To (one step) clean and sanitize:

Remove any excess solids, liquid, or dirt. Turn nozzle to spray position. Hold the spray bottle approximately 3 inches from the surface of the carpeting and spray a light even coating on soiled area (fabric) (until damp). Allow to remain wet for 5 minutes. Gently blot area with a clean, damp, color-safe cloth. (Repeat as needed (for stubborn stains or heavy fabrics).) (Let air dry.) (Vacuum.)

To preclean (pretreat) (& sanitize):

Turn nozzle to spray position, hold spray bottle approximately 3 inches from surface and spray a light even coating over soiled area (until damp). Allow to remain wet for 5 minutes. (Deep clean following your machine's guide).

III. AGENCY STANDARDS FOR PROPOSED CLAIMS:

Spot Soft Surface Sanitization:

The study is designed to evaluate the antimicrobial efficacy of spray application sanitizers on pre-cleaned or lightly soiled, non-food contact soft surfaces. For sanitizer products intended for use on soft, non-food contact surfaces, a fabric carrier method is used to generate efficacy data. The test system proposed is a modification of the ASTM approved method for the evaluation of the antimicrobial efficacy of sanitizers on non-food contact surfaces. The method is modified for spray product application. The Agency recommends the use of The American Society for Testing and Materials (ASTM) Test Method for Efficacy of Sanitizers Recommended for Inanimate Non-Food Contact Surfaces (ASTM E1153-03). Three product samples, representing three different batches, one of which should be at least 60 days old, should be tested against *Staphylococcus aureus* (ATCC 6538) and either *Klebsiella pneumoniae* (ATCC 4352) or *Enterobacter aerogenes* (ATCC 13048). The ASTM method states "an average of at least 7.5×10^5 organisms must have survived the inoculated control squares for the test to be valid." Two different fabric types should be tested. The fabrics should represent natural fabrics, such as cotton, and synthetic fabrics, such as polyester or rayon. A film of bacterial cells, dried on fabric carriers, is exposed to the test substance for a specified contact time. After exposure, the carriers are transferred to vessel containing neutralizing subculture media and assayed for survivors. Appropriate viability and sterility of organism population and neutralization controls are performed. Carrier type claimed on the label must be consistent with the test system. The test material meets effectiveness requirements of kill an average of at least 99.9% (3 log reduction) of the required organism on the 5 replicate carriers within 5 minutes. Controls must always meet the stipulated criteria.

Carpet Sanitization:

Products bearing label claims for effectiveness as sanitizers for pre-cleaned carpeting must be tested by a protocol incorporating the basic elements of the attached recommended method. If the product is intended to be represented in labeling as a "one-step" cleaner-sanitizer, the method must be modified by including an appropriate soil with the bacterial inoculum. Three product samples representing 3 separate batches, one of which is at least 60 days old, must be tested against *Staphylococcus aureus* ATCC 6538 and *Enterobacter aerogenes* ATCC 13048 with 2 different types of representative synthetic carpeting, such as acrylic and polypropylene tufted-loop types. If the application is intended for hospitals or medical institutions, the product must also be tested against *Pseudomonas aeruginosa* ATCC 15442. If the product is also intended for use on wool carpeting, an additional representative sample of wool carpet must be tested; otherwise, the label must bear a disclaimer for use on wool. All carpet samples tested must be fully identified by the pile fiber type, pile yarn weight of finished carpet, pile density, and tuft height. Adequate controls must demonstrate that bacteriostatic agents in the carpet pile or backing do not yield false-negative data which interfere with the test results. The amount of solution applied to the sample carpeting in the tests must be determined and extrapolated to obtain the amount of the solution of product to be

applied to carpeting (volume per unit area) as stated on the label. A 99.9% reduction of test bacteria over the scrubbed control count must be demonstrated.

Supplemental Claims:

An antimicrobial agent identified as a “one-step” disinfectant or as effective in the presence of organic soil must be tested for efficacy with an appropriate organic soil load, such as 5 percent serum.

IV. COMMENTS ON THE SUBMITTED EFFICACY STUDY:

A Certificate of Analysis for each batch tested was submitted. The concentration of the active ingredient in each batch is given in the table below:

Lot	Active Ingredient Concentration
AB06-103112	4.27%
AB08-122712	4.25%
AB12-060713	4.38%
AB11-030712/B	4.20%

All batches tested were at or below the products LCL of 4.38%.

1. MRID # 492331-13. “Carpet Sanitizer,” Test Organism: *Enterobacter aerogenes* (ATCC 13048) and *Staphylococcus aureus* (ATCC 6538), for product Rug Doctor Antibacterial Carpet Sanitizer, by Jill Ruhme. Study conducted at ATS Labs. Study completion date – October 22, 2013. Project Identification Number A14808.

The study was conducted against *Enterobacter aerogenes* (ATCC 13048) and *Staphylococcus aureus* (ATCC 6538). Two lots, Lot No. AB06-103112 (≥60 days aged) and Lot No. AB08-122712, of the product Rug Doctor Antibacterial Carpet Sanitizer were tested using ATS Labs protocol No. RUG010172712.CSAN (copy provided). The provided protocol was approved for Rug Doctor, Inc. by EPA in December 2012 under EPA protocol identifier 49158PA1. The product was received as a ready to use trigger spray. A culture of the challenge microorganism was prepared by daily transfers of the organism on Nutrient A slants for ≥3 but ≤30 transfers. The final growth was washed from a 24 ± 2 hours Nutrient A slant using 5.0 mL of phosphate buffer dilution water (PBDW), aspirated, and added to 99.0 mL PBDW. A 2.0 mL aliquot of the inoculum suspension was then added to sufficient Nutrient Agar B bottles and incubated with agar side down for 18 – 24 hours at 25 – 30°C for *Enterobacter aerogenes* and 35 – 37°C for *Staphylococcus aureus*. Following incubation, a 3.0 mL aliquot of PBDW and approximately 15 – 20 sterile glass beads were added to each bottle to suspend the growth. The growth suspension was removed and filtered through sterile gauze pre-wetted with 1.0 mL of PBDW to ensure that any agar harvested with the organism was removed from the test suspension. A 0.20 mL aliquot of Fetal Bovine Serum was added to 3.80 mL of each broth culture to yield a 5% organic soil load. The carriers, sterilized square cut (2 inch X 2 inch) polyester and nylon carpet, were inoculated with 100 µL of the prepared test culture and spread over the upper surface of the carpet using a sterile loop. The inoculated carpet was dried in an incubator at 35 – 37°C with 50.9 – 52.8%

relative humidity for 60 minutes with sterile foil loosely covering the carpet. For testing performed on April 3, 2013, the nylon carriers inoculated with *Enterobacter aerogenes* were dried for 58 minutes. Each carrier was sprayed with the test substance for 10 sprays at a distance of 3 inches. Each carpet carrier was then scrubbed for 30 seconds using 30 circular counterclockwise strokes around a circular area of pile approximately 3 inches (7.6 cm) in diameter around the center of each carrier using a surgical hand brush (4 ¼ X 1 5/8 inch) with ½ inch bristles. For each carpet square, a new sterile brush was used. The treated and scrubbed carpet remained at 21°C with 16% relative humidity on April 3, 2013 and 53% relative humidity on May 29, 2013, uncovered for 60 minutes. Exposure began once the test substance was applied. Following, each carrier was removed from the larger carpet piece and transferred with carpet side down to individual vessels containing 100 mL of Letheen Broth + 0.07% Lecithin + 0.5% Tween 80 + 0.25% Catalase neutralizing solution and 10 stainless steel penicylinders. Each vessel was shaken vigorously for at least 1 minute. For *Staphylococcus aureus*, ten-fold dilutions were prepared and 1.00 mL aliquots of the 10⁰ through 10⁻³ dilutions were plated in duplicate onto Tryptic Soy Agar + 5% Sheep Blood agar plate medium. For *Enterobacter aerogenes*, ten-fold dilutions were prepared and 1.00 mL aliquots of the 10⁰ dilution and 0.100 mL aliquots of 10⁰ through 10⁻² dilutions and plated in duplicate onto Tryptic Soy Agar + 5% Sheep Blood plate medium. All plates and controls were incubated for 48 ± 4 hours at 25 – 30°C for *Enterobacter aerogenes* and at 35 – 37°C for *Staphylococcus aureus* prior to visual examination for growth. Controls included suspension population control, population control, scrubbed population control, unscrubbed population control, sterility, purity, and neutralization confirmation.

2. MRID # 492331-14. “Carpet Sanitizer,” Test Organism: *Enterobacter aerogenes* (ATCC 13048) and *Staphylococcus aureus* (ATCC 6538), for product Rug Doctor Antibacterial Carpet Sanitizer, by Jill Ruhme. Study conducted at ATS Labs. Study completion date – October 16, 2013. Project Identification Number A15388.

The study was conducted against *Enterobacter aerogenes* (ATCC 13048) and *Staphylococcus aureus* (ATCC 6538). One lot, Lot No. AB12-060713, of the product Rug Doctor Antibacterial Carpet Sanitizer were tested using ATS Labs protocol No. RUG01032713.CSAN (copy provided). The product was received as a ready to use trigger spray. A culture of the challenge microorganism was prepared by daily transfers of the organism on Nutrient A slants for ≥3 but ≤30 transfers. The final growth was washed from a 24 ± 2 hours Nutrient A slant using 5.0 mL of phosphate buffer dilution water (PBDW), aspirated, and added to 99.0 mL PBDW. A 2.0 mL aliquot of the inoculum suspension was then added to sufficient Nutrient Agar B bottles and incubated with agar side down for 18 – 24 hours at 25 – 30°C for *Enterobacter aerogenes* and 35 – 37°C for *Staphylococcus aureus*. Following incubation, a 3.0 mL aliquot of PBDW and approximately 15 – 20 sterile glass beads were added to each bottle to suspend the growth. The growth suspension was removed and filtered through sterile gauze pre-wetted with 1.0 mL of PBDW to ensure that any agar harvested with the organism was removed from the test suspension. A 0.20 mL aliquot of Fetal Bovine Serum was added to 3.80 mL of each broth culture to yield a 5% organic soil load. The carriers, sterilized square cut (2 inch X 2 inch) polyester and nylon carpet, were inoculated with 100 µL of the prepared test culture and spread over the upper surface of the carpet using a sterile loop. The inoculated carpet was dried in an incubator at 35 – 37°C with 52 – 54.7% relative humidity for 60 minutes with sterile foil loosely covering the carpet. Each carrier was sprayed with the test substance for 10 sprays at a distance

of 3 inches. Each carpet carrier was then scrubbed for 30 seconds using 30 circular counterclockwise strokes around a circular area of pile approximately 3 inches (7.6 cm) in diameter around the center of each carrier using a surgical hand brush (4 ¼ X 1 5/8 inch) with ½ inch bristles. For each carpet square, a new sterile brush was used. The treated and scrubbed carpet remained at 22°C with 52-59% relative humidity uncovered for 59 minutes. Exposure began once the test substance was applied. Following, each carrier was removed from the larger carpet piece and transferred with carpet side down to individual vessels containing 100 mL of Lethen Broth + 0.07% Lecithin + 0.5% Tween 80 + 0.25% Catalase neutralizing solution and 10 stainless steel penicylinders. Each vessel was shaken vigorously for at least 1 minute. For *Staphylococcus aureus*, ten-fold dilutions were prepared and 1.00 mL aliquots of the 10⁰ through 10⁻³ dilutions were plated in duplicate onto Tryptic Soy Agar + 5% Sheep Blood agar plate medium. For *Enterobacter aerogenes* testing performed on 8/9/13, ten-fold dilutions were prepared and 1.00 mL aliquots of the 10⁰ dilution and 0.100 mL aliquots of 10⁰ through 10⁻² dilutions and plated in duplicate onto Tryptic Soy Agar + 5% Sheep Blood plate medium. stainless steel penicylinders. Each vessel was shaken vigorously for at least 1 minute. For *Enterobacter aerogenes* testing performed on 8/27/13, ten-fold dilutions were prepared and 1.00 mL aliquots of the 10⁰ and 0.100 mL aliquots of 10⁰ through 10⁻³ dilutions were plated in duplicate onto Tryptic Soy Agar + 5% Sheep Blood agar plate medium. All plates and controls were incubated for 48 ± 4 hours at 25 – 30°C for *Enterobacter aerogenes* and at 35 – 37°C for *Staphylococcus aureus* prior to visual examination for growth. Subcultures performed on 8/9/13, were stored at 2 – 8°C for 1 day prior to examination. Controls included suspension population control, population control, scrubbed population control, unscrubbed population control, sterility, purity, and neutralization confirmation.

Note: Testing against *Enterobacter aerogenes* using polyester carriers was repeated on August 27, 2013 due to invalid results for the carrier scrubbed population control for test date August 9, 2013.

3. MRID # 492331-15. “Standard Test Method for Efficacy of Sanitizers Recommended for Soft Non-Food Contact Surfaces (Modification for Spray Product Application,” Test Organism: *Klebsiella pneumonia* (ATCC 4352) and *Staphylococcus aureus* (ATCC 6538), for product Rug Doctor Antibacterial Carpet Sanitizer, by Jill Ruhme. Study conducted at ATS Labs. Study completion date – July 24, 2013. Project Identification Number A14807.

The study was conducted against *Klebsiella pneumonia* (ATCC 4352) and *Staphylococcus aureus* (ATCC 6538). Three lots, Lot No. AB06-103112 (≥60 days old), Lot No. AB08-12714, and Lot No. AB11-030713/B, of the product Rug Doctor Antibacterial Carpet Sanitizer were tested using ATS Labs protocol No. RUG01012413.NSF.2 (copy provided). The product was received as a ready to use trigger spray. A culture of the challenge microorganism was prepared from the initial broth suspension by more than three but less than thirty daily consecutive transfers of one loopful (10 µL) of culture in 10 mL of the appropriate growth medium of Nutrient broth. The last culture transfer suspension was incubated 48 - 54 hours, vortex-mixed, and allowed to stand for ≥ 15 minutes prior to removing the upper 2/3rds portion of the culture and transferring it to a sterile vessel for use in testing. Fetal bovine serum was added to the culture to achieve a final 5% organic soil load. Scouring of the fabric carriers was performed before inoculation with test organisms.

For testing performed on April 4, 2013:

For the 100% polyester fabric for testing, a scouring solution was prepared by adding 2.8531 grams of Na_2CO_3 and 2.8519 grams of Triton X-100 to 5.7 L of deionized water. For the polyester fabric for testing, a 568.88 gram sample of test fabric was added to 5.7 L of the prepared scouring solution. For the plain cotton weave fabric for testing, a scouring solution was prepared by adding 1.5 grams of Na_2CO_3 and 1.5 grams of Triton X-100 to 3 L of deionized water. For plain cotton weave (80 x 80 threads/inch) fabric, 300 grams of test fabric sample was added to 3 L of prepared scouring solution.

For testing performed on May 17, 2013:

For the 100% polyester fabric for testing, a scouring solution was prepared by adding 2.1211 grams of Na_2CO_3 and 2.1502 grams of Triton X-100 to 4.2 L of deionized water. For the polyester fabric for testing, a 417.78 gram sample of test fabric was added to 4.2 L of the prepared scouring solution. For the plain cotton weave fabric for testing, a scouring solution was prepared by adding 3.04 grams of Na_2CO_3 and 3.02 grams of Triton X-100 to 6 L of deionized water. For plain cotton weave (80 x 80 threads/inch) fabric, 585.7 grams of test fabric sample was added to 6 L of prepared scouring solution.

The scouring solutions containing fabric (carriers) were allowed to boil for approximately 60 minutes followed by removal and subsequent rinsing in boiling water for a minimum of 5 minutes and then placing the fabric into cold water for a minimum of 5 minutes. During the rinsing procedure, the fabric was mixed in order to help remove the wetting agent. The fabric was allowed to air dry. The fabric carriers were cut to a size of approximately 1"x 1" and were autoclave sterilized. After sterilization, each carrier was placed into a sterile Petri dish prior to use in testing. Individual fabric carriers (1"x1") were inoculated with 30.0 μL of test organism using a calibrated pipettor. The inoculated carriers were allowed to dry for 10 minutes at 35-37°C at 40% relative humidity. Following, for each lot of test substance, 5 test carriers each of cotton and polyester for each test organism were sprayed (using 2 sprays) in a horizontal position with the test substance at a distance of 3 inches from the carrier surface. For testing performed on April 4, 2013, the carriers were allowed to remain wet for 5 minutes at room temperature (22°C) at 21% relative humidity in Petri dishes. For testing performed on May 17, 2013, the carriers were allowed to remain wet for 5 minutes at room temperature (21°C) at 49% relative humidity in Petri dishes. Following the exposure period, the individual carriers were transferred to neutralizing solution containing Letheen Broth + 0.07% Lecithin + 0.5% Tween 80 + 0.25% Catalase. Following neutralization, the excess liquid in each Petri dish was transferred to the neutralization jar containing the corresponding carrier and vortex with glass beads to aid in organism recovery. Within 30 minutes of neutralization, aliquots of the neutralization solution, including serial dilutions were plated onto recovery agar plate medium of Tryptic Soy Agar with 5% Sheep Blood. For *S. aureus* testing performed on April 4, 2013, duplicate 1.0 mL of neutralized solution and 1.0 mL aliquots of the ten-fold diluted neutralized solution was plated. For *K. pneumoniae* testing performed on April 4, 2013, duplicate 1.0 mL and 0.100 mL aliquots of a ten-fold serial dilutions were plated. For testing performed on May 17, 2013 for both organisms, duplicate 1.0 mL and 0.100 mL aliquots of the ten-fold serial dilutions were plated. For both testing dates, the *S. aureus* and *K. pneumoniae* were incubated at 35-37° for 48±4 hours. The subcultures from testing performed on April 4, 2013 were placed at 2-8°C for 3 days prior to examination. The subcultures from testing performed on May 17, 2013 were placed at 2-8°C for 2 days prior to examination. Plates and subcultures

were visually examined for the presence or absence of growth. Controls included those for carrier population, purity, sterility, viability, and neutralization confirmation.

V. RESULTS:

MRID # 492331-13 Carpet Sanitization: Test Date April 3, 2013

Organism	Lot No.	Carrier Type	Geometric mean of # Survivors/ Carrier (Log)	Geometric Mean Unscrubbed (Log) CFU/Carrier	Geometric Mean Scrubbed (Log) CFU/Carrier	Percent Reduction
			60 minutes contact time			
<i>Staphylococcus aureus</i>	AB06-103112	Nylon	<1.91 X 10 ²	2.88 X 10 ⁸	9.33 X 10 ⁷	>99.9%
	AB08-122712		<1.00 X 10 ²			>99.9%
	AB06-103112	Polyester	3.63 X 10 ⁴	1.82 X 10 ⁸	8.51 X 10 ⁷	>99.9%
	AB08-122712		3.16 X 10 ⁵			99.6%
	AB08-122712 Test Date May 29, 2013		3.24 X 10 ³	8.91 X 10 ⁷	1.12 X 10 ⁸	>99.9%
<i>Enterobacter aerogenes</i>	AB06-103112	Nylon	<1.00 X 10 ²	3.55 X 10 ⁸	4.47 X 10 ⁷	>99.9%
	AB08-122712		<1.00 X 10 ²			>99.9%
	AB06-103112	Polyester	1.29 X 10 ⁶	5.62 X 10 ⁸	5.37 X 10 ⁸	99.8%
	AB08-122712		8.32 X 10 ⁵			99.8%
	AB06-103112 Test Date May 29, 2013		<1.00 X 10 ²	2.63 X 10 ⁸	8.32 X 10 ⁷	>99.9%
	AB08-122712 Test Date May 29, 2013		<1.00 X 10 ²			>99.9%

☐ Shaded box indicates repeat test date.

MRID # 492331-14 Carpet Sanitizer: Test Date August 9, 2013

Organism	Lot No.	Carrier Type	Geometric mean of # Survivors/ Carrier (Log)	Geometric Mean Unscrubbed (Log) CFU/Carrier	Geometric Mean Scrubbed (Log) CFU/Carrier	Percent Reduction
			60 minutes contact time			
<i>Staphylococcus aureus</i>	AB12-060713	Nylon	$<1.00 \times 10^2$	1.12×10^8	7.76×10^7	>99.9%
	AB12-060713	Polyester	8.91×10^4	1.02×10^8	9.12×10^7	99.9%
<i>Enterobacter aerogenes</i>	AB12-060713	Nylon	$<2.29 \times 10^3$	$>3.02 \times 10^8$	2.09×10^8	>99.9%
	AB12-060713 Test Date: 8/27/13	Polyester	5.25×10^3	3.16×10^8	2.51×10^8	>99.9%

MRID # 492331-15 Soft Surface Non-Food Contact Sanitizer: Test Date April 4, 2013

Organism	Lot No.	Carrier Type	Geometric mean of # Survivors/ Carrier (Log)	Geometric Mean (Log) CFU/Carrier	Percent Reduction
			5 minutes contact time		
Staphylococcus aureus	AB06-103112	Plain Cotton Weave	$<2.29 \times 10^1$	2.88×10^7	>99.9%
	AB08-122712		$<2.51 \times 10^1$		>99.9%
	AB11-030713/B Test Date May 17, 2013		$<3.63 \times 10^1$	4.37×10^7 Test Date May 17, 2013	>99.9%
	AB06-103112	100% Polyester	$<2.00 \times 10^1$	3.31×10^7	>99.9%
	AB08-122712		$<2.00 \times 10^1$		>99.9%
	AB11-030713/B Test Date May 17, 2013		$<2.29 \times 10^1$	7.08×10^7 Test Date May 17, 2013	>99.9%
Klebsiella pneumoniae	AB06-103112	Plain Cotton Weave	$<2.00 \times 10^1$	6.92×10^7	>99.9%
	AB08-122712		$<2.00 \times 10^1$		>99.9%
	AB11-030713/B Test Date May 17, 2013		$<2.00 \times 10^1$	5.13×10^7 Test Date May 17, 2013	>99.9%
	AB06-103112	100% Polyester	$<2.00 \times 10^1$	3.89×10^7	>99.9%
	AB08-122712		$<2.00 \times 10^1$		>99.9%
	AB11-030713/B Test Date May 17, 2013		$<2.00 \times 10^1$	5.75×10^7 Test Date May 17, 2013	>99.9%

VI. CONCLUSIONS:

1. The submitted efficacy data does support the use of the product, Rug Doctor Antibacterial Carpet Sanitizer, as a carpet sanitizer with bactericidal activity against the following microorganisms on nylon and polyester tufted-loop types of carpets in the presence of a 5% organic soil load for a 60 minutes contact time:

<i>Staphylococcus aureus</i>	MRID #492331-13 & MRID # 492331-14
<i>Enterobacter aerogenes</i>	MRID #492331-13 & MRID # 492331-14

A 99.9% reduction of the test bacteria over the scrubbed control count was demonstrated on two different representative synthetic carpeting. Neutralization confirmation testing showed positive growth of the microorganisms. Sterility controls did not demonstrate growth. Purity controls were pure.

2. The submitted efficacy data does support the use of the product, Rug Doctor Antibacterial Carpet Sanitizer, as a non-food contact soft surface sanitizer with bactericidal activity against the following microorganisms on plain cotton weave and 100% polyester fabrics in the presence of a 5% organic soil load for a 5 minutes contact time:

<i>Staphylococcus aureus</i>	MRID # 492331-15
<i>Klebsiella pneumoniae</i>	MRID # 492331-15

A 3 log reduction of the test bacteria was demonstrated on two different fabric types within 5 minutes. Neutralization confirmation testing showed positive growth of the microorganisms. Sterility controls did not demonstrate growth. Purity controls were pure.

VII. RESULTS:

1. The proposed label claims the product, Rug Doctor Antibacterial Carpet Cleaner, is an effective carpet sanitizer on nylon and polyester tufted-loop types of carpets in the presence of a 5% organic soil load for a 60 minutes contact time:

<i>Staphylococcus aureus</i>	ATCC6538
<i>Enterobacter aerogenes</i>	ATCC 13048

These claims are **acceptable** as they are supported by the submitted data.

2. The proposed label claims the product, Rug Doctor Antibacterial Carpet Cleaner, is an effective non-food contact soft surface sanitizer on plain cotton weave and 100% polyester fabrics in the presence of a 5% organic soil load for a 5 minutes contact time:

<i>Staphylococcus aureus</i>	ATCC 6538
<i>Klebsiella pneumoniae</i>	ATCC 4352

These claims are **acceptable** as they are supported by the submitted data.

LABEL RECOMMENDATIONS:

- Page 1, remove “[Deep (Spot) Clean(er) + Sanitizer]. It is false is misleading. The approved sanitization claims are for use on the surface of the use sites.
- Throughout the Sanitizing claims, remove the word “Deep”. It is false is misleading. The approved sanitization claims are for use on the surface of the use sites.
- Page 4 and 5, in the directions for use, the statement “Hold the spray bottle approximately 3 inches from surface of the carpeting and spray a light even coating on soiled are (until damp).” must be rewritten to state “Hold the spray bottle approximately 3 inches from surface of the carpeting and spray a even coating on soiled are until damp”. The instructions must include directions as performed in the approved testing.
- Throughout the Sanitizing claims, each claim for bacteria must be qualified. It is misleading without qualification by implying that the product sanitizes all bacteria.
- Page 9, remove the statement “Neutralizes and reduces the growth of bacteria”. This is misleading as it implies bacteriostatic properties.
- Page 9 & 10, rewrite the statement “Sanitizes as it cleans” to state “Cleans as it sanitizes”. Sanitization requires a contact time whereas cleaning does not. Therefore, cleaning will not promote sanitization without allowing the contact time period.
- Page 10, remove the statements “Penetrated (deep down) to (thoroughly) clean and sanitize”, “Penetrates (deep down) to thoroughly remove (stains) (bacteria*), (and) (odors)”, and “Go beyond surface cleaning- unique penetrating action thoroughly cleans and sanitizes deep into the carpet fibers”. These statements are false and misleading. The approved sanitization claims are for use on the surface of the use sites.
- Page 11, remove the word sanitize within the statements or the entire statements “Unique penetrating action goes deep within carpet fibers to thoroughly clean and sanitize-eliminating dirt, stains, odors, bacteria, and allergens” and “Penetrates to sanitize(s) and (clean) (loosen(s)) (tough) stains (including (spaghetti sauce) (coffee) (mud) (wine) (pet stains) (cola) (tea) (food grease)”. These statements are false and misleading. The approved sanitization claims are for use on the surface of the use sites.
- Page 11, remove the statement “Cleans and sanitizes (blood) (sweat) (drool) (insect droppings) (feces) (fecal matter) (food stains) (&) (vomit)”. These statements are false and misleading. The approved sanitization claims are for use on the surface of the use sites. Data submitted does not support penetrating sanitizing claims.
- Page 11, the terms “Antimicrobial” and “Antibacterial” must be qualified. It is misleading without qualification by implying that the product sanitizes all microbes and bacteria.
- Page 12, remove all statements that include a reference to EPA. This implies endorsement by the Agency.
- Page 12, remove the statement “Environmentally friendly”. This is false and misleading. Data was not submitted that supports this claim.

IB

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460



United States
Environmental Protection
Agency

Office of Pesticide Programs

Antimicrobials Division (AD)

Friday, March 14, 2014

MEMORANDUM

Subject: Acute Toxicity Review for EPA Reg. No.: 49158-R
DP Barcode: D416523
Product Name: Rug Doctor Antibacterial Carpet Cleaner

From: Ian Blackwell, Biologist
Chemistry and Toxicology Team
Product Science Branch
Antimicrobials Division (7510P)

Through: Karen Hicks, Team Leader
Chemistry and Toxicology Team
Product Science Branch
Antimicrobials Division (7510P)

To: Marshall Swindell, PM 33/ Zebora Johnson
Regulatory Management Branch
Antimicrobials Division (7510P)

Applicant: Rug Doctor, Inc.

FORMULATION FROM LABEL:

<u>PC Code</u>	<u>Active Ingredient(s):</u>	<u>% by wt.</u>
000595	Hydrogen peroxide	4.85
	<u>Other Ingredient(s):</u>	<u>95.15</u>
	Total:	100.00

I BACKGROUND: Rug Doctor, Inc., has submitted a set of six acute toxicity studies in support of the registration of their pending product, "Rug Doctor Antibacterial Carpet Cleaner". Stillmeadow, Inc., conducted these studies.

II RECOMMENDATIONS:

1. Each of the six studies is acceptable.

The acute toxicity profile for File Symbol 49158-R is currently:

Study	MRID Number	Toxicity Category	Study Status
Acute Oral Toxicity	49233106	IV	Acceptable
Acute Dermal Toxicity	49233107	IV	Acceptable
Acute Inhalation Toxicity	49233108	IV	Acceptable
Primary Eye Irritation	49233109	IV	Acceptable
Primary Skin Irritation	49233110	IV	Acceptable
Dermal Sensitization	49233111	Nonsensitizer	Acceptable

III LABELING:

1. Due to the acute toxicity profile, all categories IV and nonsensitizer, there is no requirement for a Signal Word for 49158-R. If the registrants wish, they may employ the Signal Word "CAUTION".
2. Due to the acute toxicity profile, all categories IV and nonsensitizer, no Precautionary Statements or First Aid statements are required for 49158-R. If the registrants want to have Precautionary Statements, they may use toxicity category IV statements from the Label Review Manual. The registrants also have the option of using First Aid statements from the Label Review Manual if they like.

DATA REVIEW FOR ACUTE ORAL TOXICITY TESTING (§ 81-1, 870.1100)

Product Manager:	33	Reviewer:	I. Blackwell
MRID No.:	49233106	Study Completion Date:	6/11/2012
		Lab Study No.:	16205-12
Testing Laboratory: Stillmeadow, Inc.			
Authors: Janice O. Kuhn, Ph.D.			

Quality Assurance (40 CFR §160.12): Included

Test Material: Rug Doctor Antibacterial Carpet Cleaner, “clear liquid”

Species: Sprague-Dawley albino rat
Weight: 181-198 g **Age:** 6 weeks
Source: Texas Animal Specialties

Conclusion:

1. LD₅₀ (mg/kg):	Males=	Not tested
	Females=	> 5,000 mg/kg
	Combined=	Not tested

2. The estimated LD₅₀ is greater than 5,000 mg/kg of body weight.

3. Tox. Category: IV **Classification:** Acceptable

Procedure (Deviations from §81-1): None

Results:

Dosage (mg/kg)	(Number Deaths/Number Tested)		
	Males	Females	Combined
5,000	---	0/3	---

Observations: No observable abnormalities.

Gross Necropsy: No observable abnormalities.

DATA REVIEW FOR ACUTE DERMAL TOXICITY TESTING (§81-2, 870.1200)

Product Manager: 33

MRID No.: 49233107

Reviewer: I. Blackwell

Study Completion Date: 6/14/2012

Lab Study No.: 16206-12

Testing Laboratory: Stillmeadow, Inc.

Author: Janice O. Kuhn, PhD

Quality Assurance (40 CFR §160.12): Included

Test Material: Rug Doctor Antibacterial Carpet Cleaner, "clear liquid"

Species: Sprague-Dawley albino rat

Weight: M= 301-346 g

Age: Approx. 10 weeks

F= 181-229 g

Source: Texas Animal Specialties

Summary:

1. **LD₅₀ (mg/kg):**

Males > 5,050

Females > 5,050

Combined > 5,050

2. **The estimated LD₅₀ is greater than 5,050 mg/kg b.w.**

3. **Tox. Category:** IV

Classification: Acceptable

Procedure (Deviation From §81-2): None

Results:

DOSAGE (mg/kg)	Reported Mortality (NUMBER DEATHS/NUMBER TESTED)		
	Males	Females	Combined
5,050	0/5	0/5	0/10

Observations: Brown crust on muzzle.

Gross Necropsy Findings: No observable abnormalities.

DATA REVIEW FOR ACUTE INHALATION TOXICITY (§81-3, 870.1300)

Product Manager: 33
MRID No.: 49233108

Reviewer: I. Blackwell
Study Completion Date: 6/2/2012
Lab Study No.: 16207-12

Testing Laboratory: Stillmeadow, Inc.
Author: Andrew Doig, M.S.

Quality Assurance (40 CFR §160.12): Included

Test Material: Rug Doctor Antibacterial Carpet Cleaner, "clear liquid"
Concentration: 2.29 mg/L

Species: Sprague-Dawley rat
Weight: Males= 271-302 g Females= 177-192 g
Age: Approx. 9 weeks
Source: Texas Animal Specialties

Summary:

1. **LC₅₀ (mg/L)**
Males > 2.29 mg/L
Females > 2.29 mg/L
Combined > 2.29 mg/L
2. **The estimated LC₅₀ is greater than 2.29 mg/L of air.**
3. **MMAD:** 19.37% μ m
4. **Toxicity Category:** IV **Classification:** Acceptable

Procedure (Deviation From §81-3): None

Results:

Exposure Concentration	Reported Mortality		
	(NUMBER DEATHS/NUMBER TESTED)		
	Males	Females	Combined
2.29 mg/L	0/5	0/5	0/10

Chamber Atmosphere			
Dose Level	MMAD	GSD	Particles < 4.0 µm
2.29 mg/L	2.85 µm	6.4 µm	19.37%

Chamber Environment	
Chamber Volume	500 L
Airflow	218 LPM
Temperature	22.1-23.2° C
Relative Humidity	45-46.5%

Clinical Observations: Activity decrease, piloerection.

Gross Necropsy Findings: No observable abnormalities.

DATA REVIEW FOR PRIMARY EYE IRRITATION TESTING (§81-4, 870.2400)

Product Manager: 33
MRID No.: 49233109

Reviewer: I. Blackwell
Study Completion Date: 5/10/2012
Lab Study No.: 16208-12

Testing Laboratory: Stillmeadow, Inc.

Author(s): Janice O. Kuhn, Ph.D., D.A.B.T.

Quality Assurance (40 CFR §160.12): Included

Test Material: Rug Doctor Antibacterial Carpet Cleaner

Dosage: 0.1 mL

Species: New Zealand White albino rabbit **Sex:** 2 males + 1 female
Weight: 2.275 - 3.500 kg **Age:** 14 weeks
Source: Rich-Glo II

Summary:

1. **Toxicity Category:** IV
2. **Classification:** Acceptable

Procedure (Deviations From §81-4): None

Results:

Observations	(number "positive"/number tested)							
	Hour	Days						
	1	1	2	3	4	7	14	21
Corneal Opacity	0/3	0/3	0/3	0/3	---	---	---	---
Iritis	0/3	0/3	0/3	0/3	---	---	---	---
Conjunctivae								
Redness	0/3	0/3	0/3	0/3	---	---	---	---
Chemosis	0/3	0/3	0/3	0/3	---	---	---	---
Discharge	0/3	0/3	0/3	0/3	---	---	---	---

--- = no observations at this point

DATA REVIEW FOR SKIN IRRITATION TESTING (§81-5, 870.2500)

Product Manager: 33
MRID No.: 49233110

Reviewer: I. Blackwell
Study Completion Date: 5/23/2012
Lab Study No.: 16279-12

Testing Laboratory: Stillmeadow, Inc.
Study Director: Janice O. Kuhn, Ph.D., D.A.B.T.

Quality Assurance (40 CFR §160.12): Included

Test Material: Rug Doctor Antibacterial Carpet Cleaner, "clear liquid"
Dosage: 0.5 mL

Species: New Zealand White albino rabbit
Weight: 2.750 – 3.375 kg **Age:** 14 weeks
Source: Rich-Glo II

Summary:

- 1. Toxicity Category:** IV
- 2. Classification:** Acceptable

Procedure (Deviations From §81-5): The study was ended at 72 hours due to a lack of irritation.

Results: The testing facility reported that there was no erythema, edema or other observations.

Special Comments: PII is 0.0.

DATA REVIEW FOR DERMAL SENSITIZATION TESTING (§81-6, 870.2600)

Product Manager: 33

MRID No.: 49233111

Reviewer: I. Blackwell

Study Completion Date: 8/9/2012

Lab Study No.: 16210-12

Testing Laboratory: Stillmeadow, Inc.

Author: Janice O. Kuhn, Ph.D., D.A.B.T.

Quality Assurance (40 CFR §160.12): Included

Test Material: Rug Doctor Antibacterial Carpet Cleaner, "clear liquid"

Positive Control Material: Alpha-HexylCinnamAldehyde, 85%

Species: Hartley albino guinea pig

Weight: 317 – 391 g

Age: Young adult

Source: Charles River

Method: Modified Buehler Method

Summary:

1. **This Product is not a dermal sensitizer.**
2. **Classification:** Acceptable

Procedure (Deviation From §81-6):

Procedure: Based upon the results of the irritation screening, the test group animals were treated with 0.4 mL of undiluted test substance. This exposure lasted for 6 hours. This treatment was repeated once a week for three weeks.

After a 2-week rest period, each test material-treated animal was challenged at a virgin site with 0.4 mL of undiluted test substance.

Results: None of the twenty test material-treated animals displayed an level of irritation during the induction period, or, following the challenge period of the study. The naïve control animals did not display irritation following challenge.

The positive control study is acceptable and was conducted within 6 months of the main study.

Scientific & Regulatory Consultants, Inc.

October 29, 2013

Mr. Marshall Swindell, PM-33
Document Processing Desk (APPL)
Office of Pesticide Programs (7504P)
U.S. Environmental Protection Agency
Room S-4900, 4th Floor
One Potomac Yard
2777 S Crystal Drive
Arlington, VA 22202

SUBJECT: New Antimicrobial Registration PRIA Code A 540
Rug Doctor Antibacterial Carpet Cleaner
EPA Reg. No. 49158-R

Dear Marshall:

Rug Doctor, Inc. (Rug Doctor) encloses a submission for the above referenced product. This is a hydrogen peroxide Carpet and Soft Surface Sanitizer for use in institutional and residential use sites. It is a ready-to-use product.

Rug Doctor Antibacterial Carpet Cleaner is a new end-use product utilizing a registered active ingredient and is similar to other hydrogen peroxide products for carpet sanitization. All inert ingredients have been cleared for non-food antimicrobial registrations. Thus it qualifies for PRIA Code A540 with a PRIA fee of \$4,863 and a five month review time. Proof of electronic payment via www.pay.gov is attached to application.

The proprietary surfactant [REDACTED] was recently approved by the Inerts Branch. Please contact PV Shah, Alga Debesai or Elizabeth Fertich at the Inerts Branch for more information on the approval and acceptance of this proprietary mixture in this new registration.

Rug Doctor Antibacterial Carpet Cleaner is classified as Toxicity Category IV for all required toxicity testing for an end-use product. Rug Doctor has elected to label the product without signal word, precautionary statements or first aid as allowed by this toxicity profile. All toxicity studies conducted on the product are enclosed.

We look forward to a timely review of this submission. If you need any clarification or issues arise during the review of this information, please contact me immediately at 260-244-6270 for resolution.

Sincerely,



David Swain
Agent for Rug Doctor, Inc.

Cc: Jennifer Bopp

Rug Doctor Antibacterial Carpet Cleaner

EPA File Symbol 49158-x

TRANSMITTAL DOCUMENT

1. Name and address of submitter:

Scientific & Regulatory Consultants, Inc.
PO Box 1014
Columbia City, IN 46725

AGENT FOR:
Rug Doctor, Inc.
4701 Old Shepard Place
Plano, TX 75093

2. Regulatory action in support of which this package is submitted:

New end use product; FIFRA §2(mm) uses only: **PRIA Code A540, PRIA fee \$4,863**

3. Transmittal date:

October 29, 2013

4. Vol. 1 Administrative materials:

- A) Cover letter
- B) Application with proof of payment
- C) Basic Confidential statement of formula (CSF)
- D) Formulator's Exemption
- E) Certification of Citation of Data
- F) Data Matrix
- G) Proposed labeling

5. Vol. 2 Product chemistry (MRID 49233101)

- A) OCSPP 830.1550-1800 Product Identity, Composition, and Analysis


6. Vol. 3 Product chemistry (MRID 49233102)

- A) OCSPP 830.6302-7300 Product Properties (16276-12)

7. Vol. 4 Product chemistry (MRID 49233103)

- A) Product Chemistry Data Waivers

7. Vol. 5 Accelerated Storage Stability and Corrosion Characteristics (MRID 49233104)
A) OCSPP 830.6317 and 6320 Storage Stability and Corrosion Characteristics (16931-12)
8. Vol. 6 Toxicity (MRID 49233105)
A) OCSPP 870.1100-2600 Toxicity Discussion Volume
9. Vol. 7 Toxicity (MRID 49233106)
A) OCSPP 870.1100 Acute Oral Toxicity (UDP) in Rats (16205-12)
10. Vol. 8 Toxicity (MRID 49233107)
A) OCSPP 870.1200 Acute Dermal Toxicity in Rats (16206-12)
11. Vol. 9 Toxicity (MRID 49233108)
A) OCSPP 870.1300 Acute Inhalation Toxicity in Rats (16207-12)
12. Vol. 10 Toxicity (MRID 49233109)
A) OCSPP 870.2400 Acute Eye Irritation in Rabbits (16208-12)
13. Vol. 11 Toxicity (MRID 49233110)
A) OCSPP 870.2500 Acute Dermal Irritation in Rabbits (16279-12)
14. Vol. 12 Toxicity (MRID 49233111)
A) OCSPP 870.2600 Skin Sensitization in Guinea Pigs (16210-12)
15. Vol. 13 Efficacy (MRID 49233112)
A) OCSPP 810.2000 Series Efficacy Discussion
16. Vol. 14 Efficacy (MRID 49233113)
A) Subdivision G 91-4 (b) Carpet Efficacy (A14808)
17. Vol. 15 Efficacy (MRID 49233114)
A) Subdivision G 91-4 (b) Carpet Efficacy (A15388)
18. Vol. 16 Efficacy (MRID 49233115)
A) OCSPP 810.2400 Standard Test Method for Efficacy of Sanitizers Recommended for Soft Non-Food Contact Surfaces (A14807)

Company Official: David Swain 

Company Name: Agent for Rug Doctor, Inc.

David Swain, Phone (260) 244-6270

Company Contact: Email: dswain@srcconsultants.com

Memorandum**E-SUBMISSION**Date: 11 / 12 / 2013To: PM 33, Regulatory Manager

From: Information Services Branch, ITRMD

Your receipt of this data submission is not an indication that MRIDs for the enclosed studies have been posted to OPPIN.

We expect that it will be approximately 5 days from the above date before the study-level data is available in OPPIN.

If you have any questions about this process, please contact Teresa Downs (305-5363).

This is a: ☒ fully accepted submission
☐ partially accepted submission
☐ rejected submission



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460

November 07, 2013

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

SCIENTIFIC & REGULATORY CONSULTANTS, INC.
RUG DOCTOR, INC.
PO.BOX : 1014
COLUMBIA CITY, IN 26725

Report of Analysis for Compliance with PR Notice 11-03

Thank you for your submittal of 30-OCT-13. Our staff has completed a preliminary analysis of the material. The results are provided as follows:

Your submittal was found to be in full compliance with the standards for submission of data contained in PR Notice 11-03. A copy of your bibliography is enclosed, annotated with Master Record ID's (MRIDs) assigned to each document submitted. Please use these numbers in all future references to these documents. Thank you for your cooperation. If you have any questions concerning this data submission, please raise them with the cognizant Product Manager, to whom the data have been released.

Receipt for Section 3

S: 943006

Resubmission: ☐ Yes ☒ No

Regulatory Type: Product Registration - Section 3

Fee For Service: ☒ Yes ☐ No

Application Type: New Registration

Billable: ☒ Yes ☐ No

Company: 49158 RUG DOCTOR, INC.

V

Risk Manager: Antimicrobials Division, Risk Management Team 33

Product #: 49158-R Product Name: Rug Doctor Antibacterial Carpet Cleaner

Override#:

Me Too Section3: Me Too Product Name:

Application Date: 29-Oct-2013

OPP Rec'd Date: 30-Oct-2013

Front End Date: 31-Oct-2013

Risk Manager Send Date: 01-Nov-2013

FFS Due Date: 21-Apr-2014

Negotiated Due Date:

OPP Target Date:

Fast Track: ☐ New Ingredient: ☐

Receipt Description:

Associated with e-Submission pkg 4938. New end-use product

Form A: ☐ Signature Date:

Form B: ☐ Signature Date:

New Ingredient Request Date:

New Ingredient Received Date:

Receipt Content

Study

CSF

View/Edit

Print Letter

Enter More Information

Tracking

Scientific & Regulatory Consultants, Inc.

October 29, 2013

Mr. Marshall Swindell, PM-33
Document Processing Desk (APPL)
Office of Pesticide Programs (7504P)
U.S. Environmental Protection Agency
Room S-4900, 4th Floor
One Potomac Yard
2777 S Crystal Drive
Arlington, VA 22202

SUBJECT: New Antimicrobial Registration PRIA Code A 540
Rug Doctor Antibacterial Carpet Cleaner
EPA Reg. No. 49158-R

Dear Marshall:

Rug Doctor, Inc. (Rug Doctor) encloses a submission for the above referenced product. This is a hydrogen peroxide Carpet and Soft Surface Sanitizer for use in institutional and residential use sites. It is a ready-to-use product.

Rug Doctor Antibacterial Carpet Cleaner is a new end-use product utilizing a registered active ingredient and is similar to other hydrogen peroxide products for carpet sanitization. All inert ingredients have been cleared for non-food antimicrobial registrations. Thus it qualifies for PRIA Code A540 with a PRIA fee of \$4,863 and a five month review time. Proof of electronic payment via www.pay.gov is attached to application.

The proprietary surfactant [REDACTED] was recently approved by the Inerts Branch. Please contact PV Shah, Alga Debesai or Elizabeth Fertich at the Inerts Branch for more information on the approval and acceptance of this proprietary mixture in this new registration.

Rug Doctor Antibacterial Carpet Cleaner is classified as Toxicity Category IV for all required toxicity testing for an end-use product. Rug Doctor has elected to label the product without signal word, precautionary statements or first aid as allowed by this toxicity profile. All toxicity studies conducted on the product are enclosed.

We look forward to a timely review of this submission. If you need any clarification or issues arise during the review of this information, please contact me immediately at 260-244-6270 for resolution.

Sincerely,



David Swain
Agent for Rug Doctor, Inc.

Cc: Jennifer Bopp

Rug Doctor Antibacterial Carpet Cleaner

EPA File Symbol 49158-x

TRANSMITTAL DOCUMENT

1. Name and address of submitter:

Scientific & Regulatory Consultants, Inc.
PO Box 1014
Columbia City, IN 46725

AGENT FOR:
Rug Doctor, Inc.
4701 Old Shepard Place
Plano, TX 75093

2. Regulatory action in support of which this package is submitted:

New end use product; FIFRA §2(mm) uses only: PRIA Code A540, PRIA fee
\$4,863

3. Transmittal date:

October 29, 2013

4. Vol. 1 Administrative materials:

- A) Cover letter
- B) Application with proof of payment
- C) Basic Confidential statement of formula (CSF)
- D) Formulator's Exemption
- E) Certification of Citation of Data
- F) Data Matrix
- G) Proposed labeling

5. Vol. 2 Product chemistry (MRID 49233101)

- A) OCSPP 830.1550-1800 Product Identity, Composition, and Analysis

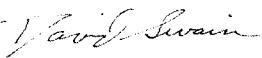
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- A) OCSPP 830.6302-7300 Product Properties (16276-12)

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17. Vol. 15 Efficacy (MRID 49233114)
A) Subdivision G 91-4 (b) Carpet Efficacy (A15388)
18. Vol. 16 Efficacy (MRID 49233115)
A) OCSPP 810.2400 Standard Test Method for Efficacy of Sanitizers Recommended for Soft Non-Food Contact Surfaces (A14807)

Company Official: David Swain 
 Company Name: Agent for Rug Doctor, Inc.
 David Swain, Phone (260) 244-6270
 Company Contact: Email: dswain@srcconsultants.com

Efficacy Technical Screen

EPA Reg#/File Symbol: 49158-R		E-Sub #: 4938	
DP Barcode: 416524		Submission #: 943006	
Product name: Rug Doctor Antibacterial Carpet Cleaner		Registrant: Rug Doctor, Inc.	
Efficacy Reviewer's name: Karen Hill Reviewer's name: Zebora Johnson		Risk Manager: Marshall Swindell	
Agency Completion due date: April 21, 2014		Completion Date: January 6, 2014	
Formulation type: Liquid <input checked="" type="checkbox"/> ; Towelettes <input type="checkbox"/> ; Spray <input type="checkbox"/> ; Solid <input type="checkbox"/> ; Textile <input type="checkbox"/> ; Aerosol <input type="checkbox"/> ; Other _____			
Sterilant: <input type="checkbox"/>	Disinfectant: <input type="checkbox"/>	FC Sanitizer: <input type="checkbox"/>	NF Sanitizer <input checked="" type="checkbox"/> Spot Soft Surface and Carpet Sanitizer
Tuberculocide: <input type="checkbox"/>		Virucide: <input type="checkbox"/>	
MRID(s): 492331-12, 492331-13, 492331-14, & 492331-15			
PC Code(s)	Active Ingredient Names	% wt (label)	% LCL
	Hydrogen Peroxide	4.85%	4.38%
Label Claims:			
Product Lot(s)	Tested Concentration(s)	Tested at or Below LCL	
AB06-103112	4.27%	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
AB08-122712	4.25%		
AB12-060713	4.38%		
AB11-030713/B	4.20%		
Tested: RTU <input checked="" type="checkbox"/> Diluted <input type="checkbox"/>		Tested Dilution Rate:	
Certificate of Analysis: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>		Performed by testing Lab: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	
Test Lab: Case Laboratories, Inc. provided in ATS Labs Study Report			
Comments: The registrant submitted efficacy studies in support of Carpet Sanitization and Spot Soft Surface Non-Food Contact Sanitization Claims. Sufficient information has been provided to proceed with a full efficacy evaluation. The submission has <u>passed</u> the efficacy technical screen.			



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
401 M Street, S.W.
WASHINGTON, D.C. 20460

Form Approved OMB No. 2070-0060

Paperwork Reduction Act Notice: The public reporting burden for this collection of information is estimated to average 0.25 hours per response for registration activities and 0.25 hours per response for reregistration and special review activities, including time for reading the instructions and completing the necessary forms. Send comments regarding the burden estimate or any other aspect of this collection of information, including suggestions for reducing the burden to: Director, OPPE Information Management Division (2137), U.S. Environmental Protection Agency, 401 M Street, S.W., Washington, DC 20460. Do not send the form to this address.

DATA MATRIX

Date October 29, 2013			EPA Reg No./File Symbol 49158-R		Page 4 of 4
Applicant's/Registrant's Name & Address Rug Doctor, Inc. 4701 Old Shepard Place, Plano, TX 75093			Product Rug Doctor Antibacterial Carpet Cleaner		
Ingredient Hydrogen Peroxide CAS# 7722-84-1					
Guideline Reference Number	Guideline Study Name	MRID Number	Submitter	Status	Note
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
Signature <i>David Swain</i>			Name and Title David Swain, Agent		Date 10/29/2013



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
401 M Street, S.W.
WASHINGTON, D.C. 20460

Form Approved OMB No. 2070-0060

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DATA MATRIX

Date October 29, 2013		EPA Reg No./File Symbol 49158-R		Page 4 of 4	
Applicant's/Registrant's Name & Address Rug Doctor, Inc. 4701 Old Shepard Place, Plano, TX 75093		Product Rug Doctor Antibacterial Carpet Cleaner			
Ingredient Hydrogen Peroxide CAS# 7722-84-1					
Guideline Reference Number	Guideline Study Name	MRID Number	Submitter	Status	Note
OPPTS 870.2600	Skin Sensitization	49233111	Rug Doctor, Inc.	OWN	
Series 810	Efficacy Discussion Volume	49233112	Rug Doctor, Inc.	OWN	
Guideline 91-4 (b)	Carpet Sanitizer – S. aureus, ATCC 6538	49233113	Rug Doctor, Inc.	OWN	
Guideline 91-4 (b)	Carpet Sanitizer – E. aerogenes, ATCC 13048	49233113	Rug Doctor, Inc.	OWN	
Guideline 91-4 (b)	Carpet Sanitizer – S. aureus, ATCC 6538	49233114	Rug Doctor, Inc.	OWN	
Guideline 91-4 (b)	Carpet Sanitizer – E. aerogenes, ATCC 13048	49233114	Rug Doctor, Inc.	OWN	
810.2400	Non-food contact sanitizer – K. pneumoniae ATCC 4352	49233115	Rug Doctor, Inc.	OWN	
810.2400	Non-food contact sanitizer – S. aureus, ATCC 6538	49233115	Rug Doctor, Inc.	OWN	
Signature <i>David Swain</i>			Name and Title David Swain, Agent		Date 10/29/2013



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
401 M Street, S.W.
WASHINGTON, D.C. 20460

Form Approved OMB No. 2070-0060

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DATA MATRIX

Date October 29, 2013	EPA Reg No./File Symbol 49158-R	Page 3 of 4
Applicant's/Registrant's Name & Address Rug Doctor, Inc. 4701 Old Shepard Place, Plano, TX 75093	Product Rug Doctor Antibacterial Carpet Cleaner	

Ingredient Hydrogen Peroxide CAS# 7722-84-1

Guideline Reference Number	Guideline Study Name	MRID Number	Submitter	Status	Note
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	

Signature <i>David Swain</i>	Name and Title David Swain, Agent	Date 10/29/2013
---------------------------------	--------------------------------------	--------------------



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
401 M Street, S.W.
WASHINGTON, D.C. 20460

Form Approved OMB No. 2070-0060

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DATA MATRIX

Date	October 29, 2013	EPA Reg No./File Symbol	49158-R	Page 3 of 4
Applicant's/Registrant's Name & Address Rug Doctor, Inc. 4701 Old Shepard Place, Plano, TX 75093		Product Rug Doctor Antibacterial Carpet Cleaner		

Ingredient Hydrogen Peroxide CAS# 7722-84-1

Guideline Reference Number	Guideline Study Name	MRID Number	Submitter	Status	Note
OPPTS 830.7370	Dissociation Constant				
OPPTS 830.7520	Particle Size, Fiber Strength, Diameter Distribution				
OPPTS 830.7550	Particle Coefficient (n-Oct/H ₂ O) shake flask				
OPPTS 830.7560	Particle Coefficient (n-Oct/H ₂ O) generator column				
OPPTS 830.7570	Particle Coefficient (n-Oct/H ₂ O) estimation by liquid				
OPPTS 830.7840	Water Solubility: column elution/shake flask method				
OPPTS 830.7860	Water Solubility: generator column method				
OPPTS 830.7950	Vapor Pressure				
Series 870	Toxicity Discussion Volume	49233105	Rug Doctor, Inc.	OWN	
OPPTS 870.1100	Acute Oral Toxicity	49233106	Rug Doctor, Inc.	OWN	
OPPTS 870.1200	Acute Dermal Toxicity	49233107	Rug Doctor, Inc.	OWN	
OPPTS 870.1300	Acute Inhalation Toxicity	49233108	Rug Doctor, Inc.	OWN	
OPPTS 870.2400	Acute Eye Irritation	49233109	Rug Doctor, Inc.	OWN	
OPPTS 870.2500	Acute Dermal Irritation	49233110	Rug Doctor, Inc.	OWN	
Signature <i>David Swain</i>			Name and Title David Swain, Agent		Date 10/29/2013



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
401 M Street, S.W.
WASHINGTON, D.C. 20460

Form Approved OMB No. 2070-0060

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DATA MATRIX

Date October 29, 2013		EPA Reg No./File Symbol 49158-R		Page 2 of 4	
Applicant's/Registrant's Name & Address Rug Doctor, Inc. 4701 Old Shepard Place, Plano, TX 75093		Product Rug Doctor Antibacterial Carpet Cleaner			
Ingredient Hydrogen Peroxide CAS# 7722-84-1					
Guideline Reference Number	Guideline Study Name	MRID Number	Submitter	Status	Note
					2
			Rug Doctor, Inc.	OWN	
					3
			Rug Doctor, Inc.	OWN	
					4
			Rug Doctor, Inc.	OWN	
					5
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
					1
Signature <i>David Swain</i>			Name and Title David Swain, Agent		Date 10/29/2013




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DATA MATRIX

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Applicant's/Registrant's Name & Address Rug Doctor, Inc. 4701 Old Shepard Place, Plano, TX 75093		Product Rug Doctor Antibacterial Carpet Cleaner			
Ingredient Hydrogen Peroxide CAS# 7722-84-1					
Guideline Reference Number	Guideline Study Name	MRID Number	Submitter	Status	Note
OPPTS 830.6314	Oxidation/Reduction: chemical incompatibility	49233102	Rug Doctor, Inc.	OWN	
OPPTS 830.6315	Flammability				2
OPPTS 830.6316	Explodability				3
OPPTS 830.6317	Storage Stability	49233104	Rug Doctor, Inc.	OWN	
OPPTS 830.6319	Miscibility				4
OPPTS 830.6320	Corrosion Characteristics	49233104	Rug Doctor, Inc.	OWN	
OPPTS 830.6321	Dielectric Breakdown Voltage				5
OPPTS 830.7000	pH	49233102	Rug Doctor, Inc.	OWN	
OPPTS 830.7100	Viscosity	49233102	Rug Doctor, Inc.	OWN	
OPPTS 830.7200	Melting Point/Melting Range				1
OPPTS 830.7220	Boiling Point/Boiling Range				1
OPPTS 830.7300	Density / Relative Density / Bulk Density	49233102	Rug Doctor, Inc.	OWN	
Signature 			Name and Title David Swain, Agent		Date 10/29/2013

EPA Form 8570-35 (9-97) Electronic and Paper versions available. Submit only Paper version.

Agency Internal Use Copy

² N/A: Product contains no flammable ingredients.

³ N/A: Product contains no explosive ingredients.

⁴ N/A: Product is not an emulsifiable liquid to be diluted with petroleum solvents.

⁵ N/A: Product is not for use in/on/around electrical equipment.



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Ingredient Hydrogen Peroxide CAS# 7722-84-1					
Guideline Reference Number	Guideline Study Name	MRID Number	Submitter	Status	Note
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
Signature <i>David Swain</i>			Name and Title David Swain, Agent		Date 10/29/2013



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DATA MATRIX

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Ingredient Hydrogen Peroxide CAS# 7722-84-1					
Guideline Reference Number	Guideline Study Name	MRID Number	Submitter	Status	Note
OPPTS 830.1550	Product Identity and Composition	49233101	Rug Doctor, Inc.	OWN	
OPPTS 830.1600	Description of Materials Used to Produce the Product	49233101	Rug Doctor, Inc.	OWN	
OPPTS 830.1620	Description of Production Process	49233101	Rug Doctor, Inc.	OWN	
OPPTS 830.1650	Description of Formulation Process	49233101	Rug Doctor, Inc.	OWN	
OPPTS 830.1670	Discussion of Formation of Impurities	49233101	Rug Doctor, Inc.	OWN	
OPPTS 830.1700	Preliminary Analysis	49233101	Rug Doctor, Inc.	OWN	
OPPTS 830.1750	Certified Limits	49233101	Rug Doctor, Inc.	OWN	
OPPTS 830.1800	Enforcement Analytical Method	49233101	Rug Doctor, Inc.	OWN	
OPPTS 830.6302	Color	49233102	Rug Doctor, Inc.	OWN	
OPPTS 830.6303	Physical State	49233102	Rug Doctor, Inc.	OWN	
OPPTS 830.6304	Odor	49233102	Rug Doctor, Inc.	OWN	
OPPTS 830.6313	Stability to normal and elevated temps, metals, ions				1
Signature <i>David Swain</i>			Name and Title David Swain, Agent		Date 10/29/2013

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¹ N/A: Product is an EUP in liquid form

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

RUG DOCTOR ANTIBACTERIAL CARPET CLEANER

(Master Label)

Name (Name TBD)

(Alternate Brand Names:)

SOFT-SURFACE AND CARPET [SANTITIZER] – [CLEANER] – [DEODORIZER] – [ANTIBACTERIAL] – [ANTI-ALLERGEN**]

[Antibacterial Carpet Sanitizer], [Bacteria reducer*], [Spot and Stain Cleaner], [Soft Surface Cleaner], [Carpet Cleaner], [(Dual Action) (Triple Action) (Multi-Purpose) Cleaner], [(Pet) Stain and Odor (Remover) (Eliminator) and Sanitizer], [(One-step) Deodorizer], [Formula for (Carpet) (&) (Upholstery)], [Deep (Spot) Clean(er) + Sanitize(r)], [(Sanitization) (Sanitizing (Treatment) (Pretreat(er)))], [Tough Stain (Treatment)][Allergen** Remover], [Allergen** Reducer][Anti-Allergen Treatment**], [Allergen Eliminator**]

KEEP OUT OF REACH OF CHILDREN

Active Ingredient:

Hydrogen Peroxide.....4.85%

Other ingredients.....95.15%

Total: 100.00%

EPA Reg. No.: 49158-x

EPA Est. No.:

Manufactured [by] [for]:

Rug Doctor, Inc.

4701 Old Shepard Place

Plano, TX 75093

Net contents: (24 FL OZ (710mL)) (17 FL OZ (502mL)) (16 FL OZ (472mL))

10/29/13

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Soft Surface Use Sites (Location) [†]

All around the house [‡]	Car(s)	Truck(s)	Study (Studies)
All around the home [‡]	Closet(s)	Laundry Room(s)	Sunrooms(s)
Apartment(s)		Living Room(s)	SUV(s)
Attic	(Damp) Storage Area(s)	Locker (liners) (Pads)	Van(s)
Automobile(s)	(Damp) Storage Room(s)	Mobile Home(s)	
Baby's Room (s)	Den(s)	Mud Room(s)	
Basement(s)	Dining Room(s)	Nursery (Nurseries)	
Bathroom(s)	Dorm(s)	Office(s)	
Bedroom(s)	Family Room(s)	Pet area(s)	
Boat(s)	Garage(s)	Playroom(s)	
Cabin(s)	Home	Storage Locker(s)	
Camper(s)	House	Studios	

[†] Not for use on wool carpets

[‡] Non food contact surfaces only

Use (Surfaces) [†] [may include graphic depicting surface]

(Area) Rug(s)	(Cotton) Purses	(Upholstered) Furniture	Shower Curtain(s)
Back (School) packs	(Upholstered) Couch(es)		Sleeping bag(s)
Bedspreads	Cover(s)	Gym Bag(s)	Slipper(s)
Bathroom mats (rugs)	Curtain(s)	Hamper(s)	Sofa(s)
Bedding	Cushions	Kitchen mat(s)	Soft (household) surfaces
Blankets	Desk Chairs	(Kitchen) (Household) Seat Cushion(s)	(Carpeted) Stair(s)
Box Springs	Diaper Bag(s)	Laundry bag(s)	Stuffed animal(s)
(Canvas) (shoes) (Sneakers)	Door mat(s)	Mattress(es)	Upholstery
(Upholstered) Car Seats	Draperies	Pet area(s)	Window Treatments
Carpet(s)	Duvet Cover(s)	(Pet) (dog) (Cat) (bed(s)) (bedding)	Athletic Equipment
(Upholstered) Chair(s)	Entry mat(s)	Pillow(s)	
(Children's) Soft Fabric Toys	Entry rug(s)	Shoe interior(s)	
Comforter(s)	Fabric(s)	Sheets	

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Stains (may include graphic depicting the stain)

Urine	Dirt	Cola	Mustard
Food	Feces/fecal matter	Juice	
Vomit	Tracked-in dirt	Fruit juice	
Sweat	Spaghetti sauce	Red wine	
Blood	Coffee	Ink	
Drool	Mud	Chocolate	
Milk	Wine	Salad dressing	
Insect/rodent droppings	Pet stains	Ketchup	

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

For home, commercial & industrial use

DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling. Read and follow all directions and precautions on this product label.

Fabric and Carpet (precaution) advisory statement: Before cleaning test for colorfastness by applying a small amount of product in an inconspicuous area. After one minute, blot using a clean dry white cloth and check for color transfer. If color is affected, do not use. Before using this product on upholstery, look for manufacturer's cleanability code tag. Use on upholstery coded "WS" or "W". Do not use on upholstery coded "X" or "S". Do not use on velvet, silk, vinyl, or leather upholstery. Not intended for use on wool carpet.

FOR USE ON CARPET

GENERAL CLEANING: Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Spray a light even coating on the soiled area, and lightly scrub the surface (Let air dry.)

GENERAL SPOT CLEANING: Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Spray a light even coating on the soiled area, and lightly scrub the surface working toward center of the stain from the edges. Blot dry with a towel, pressing deep into the stain. (Repeat as needed (for stubborn stains).) (Let air dry.)

TO (ONE STEP) CLEAN AND SANITIZE: Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Hold the spray bottle approximately 3 inches from surface of the carpeting and spray a light even coating on soiled area. Scrub surface with moderate pressure for 30 seconds. Allow to remain wet for (60 minutes) (1 hour) (an hour). Gently blot area with a clean, damp, color-safe cloth. (Repeat as needed (for stubborn stains).) (Let air dry.) (Vacuum.) (Deep clean following your machine's guide.)

TO DEODORIZE OR FRESHEN: Turn nozzle to spray position. Spray until slightly damp (to eliminate (pet) odors). Let air dry. (Vacuum.) For difficult odors repeat applications.

TO PRECLEAN (PRETREAT) (& SANITIZE): Turn nozzle to spray position, hold spray bottle approximately 3 inches from surface and spray a light even coating over soiled area (until damp). Scrub surface with moderate pressure for 30 seconds. Allow to remain wet for 60 minutes (1 hour) (an hour). (Deep clean following your machine's guide).

ANTI-ALLERGEN TREATMENT: Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Hold the spray bottle approximately 3 inches from surface of the carpeting and spray a light even coating on soiled area. Allow to remain wet for 5 minutes. Gently blot area with a clean, damp, color-safe cloth. (Vacuum.)

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

(may include graphics)

FOR USE ON SURFACES OTHER THAN CARPET:

GENERAL CLEANING: Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Spray a light even coating on the soiled area, and lightly scrub the surface (Let air dry.)

GENERAL SPOT CLEANING: Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Spray a light even coating on the soiled area, and lightly scrub the surface working toward center of the stain from the edges. Blot dry with a towel, pressing deep into the stain. (Repeat as needed (for stubborn stains).) (Let air dry.) **TO (ONE STEP) CLEAN AND SANITIZE:** Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Hold the spray bottle approximately 3 inches from surface of the carpeting and spray a light even coating on soiled area (fabric) (until damp). Allow to remain wet for 5 minutes. Gently blot area with a clean, dry, color-safe cloth. (Repeat as needed (for stubborn stains or heavy fabrics.) (Let air dry.) (Vacuum.)

TO DEODORIZE OR FRESHEN: Turn nozzle to spray position. Spray until slightly damp (to eliminate (pet) odors). Let air dry. (Vacuum.) For difficult odors repeat applications.

TO PRECLEAN (PRETREAT) (& SANITIZE): Turn nozzle to spray position, hold spray bottle approximately 3 inches from surface and spray a light even coating over soiled area (until damp). Allow to remain wet for 5 minutes. (Deep clean following your machine's guide).

ANTI-ALLERGEN TREATMENT: Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Hold the spray bottle approximately 3 inches from surface of the carpeting and spray a light even coating on soiled area. Allow to remain wet for 5 minutes. Gently blot area with a clean, damp, color-safe cloth. (Vacuum.) (may include graphics)

STORAGE AND DISPOSAL

Nonrefillable container. Store in original container in areas inaccessible to small children. Keep securely closed. Do not reuse or refill this container. Place [container] in trash or offer for recycling if available.

Manufactured by

Rug Doctor, Inc.

Questions or Comments 1.800.Rug Doctor (1-800-784-3628)

Internet: www.rugdoctor.com

[Questions?] [Comments?] [Call 1-800-784-3628]

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Optional Label Statements, Marketing Claims, and Pictograms:

*Kills 99.9% of (*Enterobacter aerogenes* (ATCC 13408))(and)(*Staphylococcus aureus*) (ATCC 6538)(Staph)(on carpet). Kills 99.9% of (*Klebsiella pneumonia* (ATCC 4352)) (and))(Staphylococcus aureus (ATCC 6538)(Staph) (on soft surfaces other than carpet).

**Non-living allergens including: Pollen, Pet dander, Dust mite matter

(Sanitizing Claims)

(Deep) Cleans (&) (+) Sanitizes

(Deep) Cleans (&) (+) Sanitizes (insert usage site)

(Deep) Cleans (&) (+) Sanitizes in 5 minutes on soft surfaces other than carpet

(Deep) Cleans (&) (+) Sanitizes in 60 minutes (1 hour) (an hour) (on carpets)

(Deep) Cleans (&) (+) Sanitizes in 60 minutes (1hour) (an hour) on Carpets and 5 minutes on all other soft surfaces

5 minutes is all it takes to kill 99.9% of bacteria on (insert usage surface)

Kills 99.9% of bacteria

Kills 99.9% of (*Staphylococcus aureus* (ATCC 6538)) (Staph) , (*Enterobacter aerogenes* (ATCC 1308)) (Enterobacter), and (*Klebsiella pneumoniae*) (ATCC4352)

Kills 99.9%* of bacteria in 5 minutes on soft surfaces other than carpet

Kills 99.9% of bacteria in 60 minutes (1 hour) (on carpets)

Sanitizes (insert usage surface) in 5 minutes on soft surfaces other than carpet

Sanitizes (insert usage surface) in 60 minutes (1 hour) on carpets

(Sanitizes) in only 5 minutes on soft surfaces other than carpet

(Sanitizes) in only 60 minutes (1 hour) (on carpets)

Sanitizes (insert usage sites)

Sanitizes

Sanitizes and eliminates (pet odors) (odors) (allergens**) (and) (everyday dirt) (spots and stains)

(Deep) Cleans and sanitizes, eliminates 99.9% of bacteria

Cleans as it sanitizes (in one step)

Eliminates (99.9%) of (bacteria)

Removes (the most) (common) allergens**

Eliminates (the most) (common) allergens**

Leaves (insert usage surfaces) clean and sanitizes

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Leaves (insert usage surfaces) clean, sanitized, and deodorized

Leaves (insert usage surfaces) sanitized

(Deep) Cleans, sanitizes, refreshes (insert usage site)

(Deep) Cleans, sanitizes, refreshes, (pet messes)

(Deep) Cleans (+) (sanitizes) (+) deodorizes (+) (and) (freshens) in one easy step

2 in 1 (Dual Action) (formula) – (cleans) (sanitizes) (deodorizes) (freshens) (in 1 easy step)

3 in 1 (Triple Action) (formula) – (cleans) (sanitizes) (deodorizes) (freshens) (in 1 easy step)

4 in 1 (All in One) (formula) – (cleans) (sanitizes) (deodorizes) (freshens) (in 1 easy step)

Kills 99.9% of *Klebsiella pneumonia* (ATCC 4352) and *Staphylococcus aureus* (staph) (ATCC 6538) on (insert usage site) in 5 minutes (on soft surfaces other than carpet)

Kills 99.9% of *Enterobacter aerogenes* (ATCC 13048) and *Staphylococcus aureus* (staph) (ATCC 6538) on (insert usage site) in 60 minutes (1 hour) (on carpets)

Destroys 99.9% of bacteria on (insert usage sites)

Kills 99.9% of bacteria at the source

Effectively kills 99.9% of bacteria

Kills 99.9% of bacteria in 5 minutes on soft surfaces other than carpet

Kills 99.9% of bacteria in 60 minutes (1 hour) (an hour) on carpets

Kills 99.9% of bacteria on (insert usage site) (for a deep down clean)

Kills 99.9% of household bacteria on (insert usage site) (for a deep down clean)

(Kills) (destroys) (eliminates) 99.9% of (*Staphylococcus aureus*) (staph) (ATCC 6538) (and) (*Klebsiella pneumonia*) (ATCC 4352) in 5 minutes on soft surfaces other than carpet

(Kills) (destroys) (eliminates) 99.9% of (*Staphylococcus aureus*) (staph) (ATCC 6538) (and) (*Enterobacter aerogenes*) (ATCC 13048) in 60 minutes (1 hour) (an hour) on carpet

(Kills) (destroys) (eliminates) 99.9% of (*Staphylococcus aureus*) (staph) (ATCC 6538) (and) (*Klebsiella pneumonia*) (ATCC 4352) (for spot treatment) (on) (insert usage site)

(Use) To eliminate 99.9% of bacteria on (insert usage site)

Kills 99.9% of bacteria in (only) 5 minutes on soft surfaces other than carpet

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Kills 99.9% of bacteria in (only) 60 minutes (1 hour) (an hour) on carpets

Kills 99.9% of bacteria on (insert usage site) in (only) 5 minutes on soft surfaces other than carpet

Kills 99.9% of bacteria on (insert usage site) in (only) 60 minutes (1 hour) (an hour) on carpet

Sanitizes (insert usage site)

(Both) Cleans & Sanitizes – better than cleaning alone

Cleans & Sanitizes in 5 minutes on soft surfaces other than carpet

Cleans and Sanitizes in 60 minutes (1 hour) (on carpets)

(X) in 1 (formula) (cleans) (and) (sanitizes) (and) (deodorizes) (and) (eliminates allergens)**

One step clean(s)(er) and sanitize(s)(r)

Neutralizes and reduces the growth of bacteria

Makes sanitizing easy

Easy (sanitizing)

Fast & easy (sanitizing)

(Antimicrobial) (Antibacterial) (formula) cleans and sanitizes

The easy, effective, and convenient way to sanitize (insert usage site)

Antibacterial (cleaner)

Antimicrobial (cleaner)

Leaves (insert usage site) sanitary

Sanitizes as it cleans

For cleaning and sanitizing (insert usage site)

Antibacterial formula cleans and sanitizes in one (1) step

(Deep) Cleans, (Sanitizes), (Deodorizes), (Freshens), (removes Allergens**) in (one) (1) easy step

(Deep) Cleans (+) (sanitizes) (+) (Deodorizes) (+) (Freshens) (+) (Removes Allergens**) (+) (Removes Odors)

Kills 99.9% of bacteria and eliminates (pet) odors for a cleaner, fresher home

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

All in one formula (cleans) (and) (sanitizes) (and) (deodorizes) (and) (freshens) (and) (eliminates allergens**)

(2 in 1) (3 in 1) (4 in 1) (5 in 1) formula cleans (and) sanitizes (and) deodorizes (and) freshens (and) eliminates allergens**

One step (cleans) (and) (sanitizes) (and) (deodorizes) (and) (freshens) (and) (eliminates allergens**)

The easy, effective, and convenient way to sanitize (usage site)

Makes sanitizing easy

The quick and easy way to clean and sanitize your (insert usage site)

(Deep) Cleans as it sanitizes

Sanitizes as it cleans

Cleans as it sanitizes

Removes and sanitizes (pet) stains (such as) (urine) (fecal matter) (feces) (and) (vomit)

(Pet) Stain and odor remover and sanitizer

Convenient to use (-cleans and sanitizes)

Sanitizes and refreshes

Improves cleaning performance to also sanitize

(Deep) Cleans plus sanitization

Penetrates (deep down) to (thoroughly) clean and sanitize

Penetrates (deep down) to thoroughly remove (stains), (bacteria*), (and) (odors)

Thoroughly cleans and sanitizes deep within carpet fibers, eliminating stains, bacteria, and allergens**

Go beyond surface cleaning

Goes beyond surface cleaning

Go beyond surface cleaning – unique penetrating action thoroughly cleans and sanitizes deep into the carpet fibers

Deep cleaning formula that provides cleaning and sanitization (at the same time)

(Deep) Cleans, Sanitizes and Reconditions (in one easy step)

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Destroys tough odors and bacteria

Unique penetrating action goes deep within carpet fibers to thoroughly clean and sanitize – eliminating dirt, stains, odors, bacteria, and allergens**.

(Removes) (Eliminates) bacteria

(Sanitization) (Sanitizing) (Antibacterial) (Antimicrobial) Treatment

Stain & odor (remover) (eliminator) that sanitizes as it cleans

Sanitizes as it cleans

Penetrates to sanitize(s) and (clean) (loosen(s)) (tough) stains (including (spaghetti sauce) (coffee) (mud) (wine) (pet stains) (cola) (tea) (food grease))

Penetrates, sanitizes and loosen (tough) stains

Spot removal (Clean) (+) (&) Sanitize for a more (effective) clean

Spot removal (clean) (+) (&) Sanitize for a higher level of clean(ing)

Take (more) control of your cleaning (with sanitization) (insert product name)

Penetrates to (clean) (and) (loosen) (tough) stains (and sanitizes)

(Removes) (kills) (sanitizes) (bacteria) on soft surfaces (insert surfaces)

Cleans and sanitizes (pet) (baby) messes

Cleans and sanitizes food spills

Cleans and sanitizes (blood) (sweat) (drool) (insect droppings) (feces) (fecal matter) (food stains)(&)(vomit)

A (gentle) (mild) way to (clean)(and) (sanitize)

Sanitize after exposure to (urine), (food), (vomit), (sweat), (blood), drool), (insect/rodent droppings), (feces), (fecal matter)

Antimicrobial treatment (for) (insert usage site) (insert usage surface)

Antibacterial treatment (for) (insert usage site) (insert usage surface)

(Cleaning) (and) (Sanitizing) for the spots you can't see

(Antibacterial) (Antimicrobial) carpet (treatment) (sanitizer)

(Antibacterial) (Antimicrobial) Cleaner

Sanitizer and Cleaner

One step cleaner and sanitizer for carpets (rugs) (fabrics)(&) (textiles)

Cleans and sanitizes carpet (&) (rugs) (fabrics) (textiles) (in one step)

Cleans as it sanitizes

Clean, sanitize, and deodorize your carpet

EPA registered Carpet Sanitizer

EPA registered sanitizer for Carpets, Fabrics, and Textiles

EPA registered antibacterial formula

Deep cleans and sanitizes all soft surfaces

Effectively kills 99.9% of harmful bacteria

Suitable for carpets, bedding, mattresses, and other soft surface (define list)

Effectively helps control symptoms/causes of (indoor) asthma**.

Environmentally friendly.

Proven to remove allergens**

Removes most common allergens**

Removes allergens** including pollen, dust mites and pet dander

(Cleaning Claims)

Fast & effective (pet) cleaning

For a cleaner, fresher household

Effectively (removes) (eliminates) tough (dirt) (stains) (spots) (and) (grime)

Better than ever cleaning (and sanitizing) (for your) (insert usage site)

Effective cleaning of tough (pet) spots and stains

(Permanently) (removes) (eliminates) deep down dirt and (set in) stains

(Permanently) (removes) (eliminates) tough (pet) stains and odors (on) (insert usage site)

Spot treatment for (pet stains and odors) (insert usage site)

Cleans tough (pet spots) (spots) (and) (pet stains) (stains)

(removes) (eliminates) (tough) (dirt) (and) (stains) (pet stains)

Removes dirt, dust, and common allergens** from (insert usage site)

(Permanently) (removes) (eliminates) tough stains like (red wine), (food stains), (fruit juice), (pet messes), (mud/dirt), (ink), (chocolate), (coffee/tea), (cola), (blood), (grease), (motor oil)

(Permanently) removes tough pet stains like (urine), (feces), (vomit), (tracked-in dirt), and (blood)

Removes deep down (dirt), (pet stains), (stains), (&), (pet odors), (odors),

(Permanently) Eliminates tough pet stains like (urine), (feces), (vomit), (tracked-in dirt), and (blood)

Eliminates deep down (dirt), (pet stains), (stains), (&), (pet odors), (odors)

Deep down clean(ing)

For a deep (down) clean

Powerful cleaning ability

Cleans (insert usage site)

Cleans everyday (pet) messes

(Removes) (Eliminates) (pet spots) (spots) (and) (stains) without hard scrubbing

No (hard) scrubbing required

(Note to Reviewer: \parenthetical text) is optional; [bracketed text] is informational.)

(Foam) (Bubbles) work(s) hard on (tough) (dirt) (spots) (and) (stains)

(Foaming action) works hard to (remove) (eliminate) (tough) (dirt) (spots) (and) (stains)

Penetrates to (remove) (eliminate) (deep down) (tough) (dirt) (pet stains) (stains) (and) (Pet odors) (odors)

Penetrates for a (complete) (deep) clean

Specially designed to penetrate (deep down) (tough) (dirt) (pet stains) (stains) (and) (pet odors) (odors)

Leaves (insert usage surfaces) (clean and fresh)

Best (Rug Doctor) formula for cleaning (usage site)

Removes tough dirt and grime

Unbeatable cleaning

Fast and effective cleaning

(removes) (eliminates) tough odors and soils

Cleans the toughest (stains) (and) (soils)

Cleans tough (stains) (and) (soils)

Powerful (penetrating) clean

Deep down cleaning

For a thorough, deep down clean

For a deep clean

Cleans beyond the surface

Enhanced cleaning performance

Improve(s)(d) cleaning performance (with sanitization)

Boosts (deep cleaning performance)

Boosts (deep) cleaning

Improve(s) (d) (deep) cleaning performance

Makes deep cleaning more effective

(Note to Reviewer: (parentetical text) is optional; [bracketed text] is informational.)

1st step in spot & deep cleaning

Removes tough stains

Cleans and deodorizes (in one step)

Removes (insert stains)

Advanced spot (and stain) cleaning

Cleans all soft surfaces in your home

Eliminates tough stains and odors

(Deodorizing claims)

Kills 99.9% of odor causing bacteria

Reduces and controls (odor-causing) bacteria

Kill odor-causing bacteria and deodorize for cleaner, longer lasting carpet

Effective as a sanitizing agent against (odor causing) bacteria

Doesn't just mask (pet) odors

Eliminates (pet) odors (,) doesn't just mask (them)

(Permanently) Eliminates (pet) odors

Freshens the home

Freshens (insert usage site)

Refreshens (insert usage site)

Fresh & Clean

Deodorizes

Freshens

Deodorizes & freshens

Lifts (pet) odors and freshens

Eliminates the toughest (pet) odors at the source

Eliminates odors

Eliminates odors (including) (kitchen) (pet) (and) (smoke)

Freshens (insert usage surface)

Refreshens (insert usage surface)

Leaves (insert usage site) (insert usage surface) deodorized

Full day freshness

For ultimate freshness

Leaves (insert usage site) (insert usage surface) smelling (refreshed) (fresh) (clean)

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Long lasting freshness

Eliminates odors at the source

Reduces odor causing bacteria (on)(in) (insert usage site) (insert usage surface)

Leaves your (insert usage site)(insert usage surface) free of (pet) odors

Keeps your (insert usage site) (insert usage surface) smelling fresh

Penetrates (deep inside) (insert usage site) (insert usage surface) to eliminate (pet) odors at their source

Neutralizes (pet) odors

Neutralizes (pet) odors in (insert usage site) (insert usage surface)

Neutralizes, reduces, and controls the growth of odor causing bacteria

(Kills) (Eliminates) (Destroys) odor causing bacteria

(Effectively) (effective to kill) (kills) odor causing bacteria

Eliminates (pet) odors and (kills) (removes) (gets rid of) the bacteria that cause them

Kills odor causing bacteria on (insert usage site) (insert usage surface)

(Eliminates) (removes) (the toughest) (tough) odors caused by bacteria on (insert usage site) (insert usage surface)

Eliminates (tough odor) (tough odors) (bacterial odor) (bacterial odors) (pet odors) on (insert usage site) (insert usage surface)

(Antimicrobial) (Antibacterial) (action) kills odor causing bacteria

Prevents (buildup of) odors by killing odor causing bacteria on (insert usage site) (insert usage surface)

Kills odor causing household bacteria

Kills (odor causing) bacteria leaving (insert usage site) (insert usage surface) smelling fresh)

Removes tough (pet) odors and soils

Freshens while killing odor causing bacteria

Leaves (rooms) (home(s)) smelling fresh and clean

(Insert usage site) (Insert usage surface) (Pet) Spot and Stain Deodorizer

(Insert usage site) (Insert usage surface) (Pet) Deodorizer

(Note to Reviewer: \parenthetical text) is optional; [bracketed text] is informational.)

(Insert usage site) (Insert usage surface) (Pet) Odor Neutralizer

(Insert usage site) (Insert usage surface) (Pet) Odor Eliminator

(Insert usage site) (Insert usage surface) (Pet) Refresher

Removes odors while cleaning

Eliminates tough stains and odors

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

(General Usage Claims)

Get a true clean (with) (this product)

Okay (suitable) to use daily

(Okay) (Suitable) for daily use

(Okay) (Suitable) for weekly use

(Okay) (Suitable) for monthly use

(Okay) (Suitable) for regular use

(Okay) (Suitable) for everyday use

(Okay) (Suitable) for frequent use

Good for (everyday) touch ups (for your) (tough) (dirt) (and) (stains) (pet stains)

Use daily (in) (on) the (insert usage area) your (family) (and) (pets) touch (the most) often

Use on (soft) surfaces that you and your family come in contact with everyday

Suitable for use on (insert usage site)

Great for use in any room of the house

Use throughout your house

Contains no heavy metals, optical brighteners, or dyes

Bottle contains minimum of X% post-consumer recycled plastic

Dye Free (formula) (technology)

No harsh odor

Suitable for (your) soft surfaces

Compatible with (your) soft surfaces

(Easy) (Gentle) (Mild) on your soft surfaces

Suitable for use on carpets (including nylon & stain resistant carpets)

(Effective) (Works) on carpets

Compatible (with) (on) carpets (including nylon, polyester, & stain resistant carpets)

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Leaves carpet (clean) (sanitized) for children and pets (when used as directed)

For everyday use

Leaves no residue

No residue

No Chemical residue

No-Rinse formula

Effective clean you can trust

(Carefully) (Consciously) designed (for home use)

(Ingredients) designed for home use

(Designed) (Developed) for home use

Carefully designed

This product is approved for use on (insert usage site)

Compatible with (insert usage sites)

Use on (insert usage sites) as a spot treatment

Suitable for use on (insert usage site)

Trusted heritage of hydrogen peroxide

Effective cleaning of your carpet

Great cleaning for your carpet

Great cleaning on your carpet

(Great for) (Effective on) (insert usage site)

Proven to work without (fading) (discoloring) (damaging) (insert usage site(s))

Powerful everyday cleaner that remove many spots and stains (including (spaghetti sauce) (coffee) (mud) (wine) (pet stains) (cola) (tea) (food grease))

Color safe (will not) (won't) (harm fabrics)

For use on (insert usage surfaces)

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

(For) use (before), (after) or (in between) (deep) cleanings

Tough on dirt, easy on you

Gentle

Kind

Non-harsh

No (chlorine) bleach

Bleach (free) (alternative)

No harsh chemicals

No (harsh) (strong) (fumes) (chemicals) (residue) (residues)

No worries

A (gentle) (mild) way to (clean)(and) (sanitize)

(Gentle on) (Won't harm) surfaces

(Contains no) (Does not contain) (bleach), (added dyes), (added colors), (perfumes), (VOCs), (ammonia), (phosphates)

Non-corrosive

Eliminates odor causing bacteria

Great for cleaning up (pet) (baby) (child) (children) (and) (people) messes

Can be used on (insert surfaces) (insert sites)

Color safe, won't harm fabrics

Clean all your worries away

No (fragrance) (perfumes)

(Fragrance) (Perfume) free

Dye Free

Improved cleaning for the spots you can't see

Formulated for use on stain resistant carpet

(Easy to use claims)

Advanced (formula) (for) (insert usage sites)

Dries in (X) minutes

Dries fast on soft surfaces other than carpet

Fast drying on soft surfaces other than carpet

Gentle mist dries in minutes on soft surfaces other than carpet

Can be used anytime

Dual (action) (purpose)

Works on (most) (insert usage sites)

Everyday formula

(Suitable) For everyday use

Multi-Purpose

Dual (Triple) Action

Multi-use

Spray on (insert usage site) your family comes in contact with daily

Treat (pet) stains, (pet) odors, and allergens**

Takes care of (insert usage sites) (pet) stains and odors

Fast, easy, and effective cleaning

Easy to use

Leaves no residue

Suitable for use around the (home) (house)

Makes (pet) cleaning easier

No rinsing required

Convenient to use (-cleans and sanitizes)

Ready to use

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Simple application

Quick (and Easy)

Keep your home clean

Great for (insert usage sites)

It (foams) (and) (bubbles) so you know it's working

(2 in 1) (3 in 1) (4 in 1) Action (-saves you time)

(All in 1) (2 in 1) (3 in 1) (4 in 1) (5 in 1) (formula)

Easily removes (soils) (and) (stains)

Spot sanitization for you (insert usage site) soft surface(s) other than carpet

Spot sanitization for your carpet

Effective cleaning for you (insert usage site)

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

MARKETING CLAIMS

Try (me) (for) (free) (now) (today)

Save (\$X) now

Bonus (X) (oz)(X%) (more)

New {note to the reviewer: use for 6 months only}

New and Improved {note to the reviewer: use for 6 months only}

Value (size) (pack)

Trial (size) (pack)

(2 in 1) (3 in 1) (4 in 1) (action)

(Dual) (Triple) Action

Advanced

All in 1

Complete clean

Good Value

Great Value

Premium Product



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Certification with Respect to Citation of Data

Applicant's/Registrant's Name, Address, and Telephone Number Rug Doctor, Inc. 4701 Old Shepard Place Plano, TX 75093 316-683-3489	EPA Registration Number/File Symbol 49158-R
Active Ingredient(s) and/or representative test compound(s) EP - Hydrogen Peroxide	Date 10/29/2013
General Use Pattern(s) (list all those claimed for this product using 40 CFR Part 158) Soft surface and carpet sanitizer and cleaner for residential use	Product Name Rug Doctor Antibacterial Carpet Cleaner

NOTE: If your product is a 100% repackaging of another purchased EPA-registered product labeled for all the same uses on your label, you do not need to submit this form. You must submit the Formulators Exemption Statement (EPA Form 8570-27).

☐ I am responding to a Data-Call-In Notice, and have included with this form a list of companies sent offers of compensation (the Data Matrix form should be used for this purpose).

SECTION I: METHOD OF DATA SUPPORT (Check one method only)

<input type="checkbox"/> I am using the cite-all method of support, and have included with this form a list of companies sent offers of compensation (the Data Matrix form should be used for this purpose).	<input checked="" type="checkbox"/> I am using the selective method of support (or cite-all option under the selective method), and have included with this form a completed list of data requirements (the Data Matrix form must be used).
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SECTION II: GENERAL OFFER TO PAY

[Required if using the cite-all method. or when using the cite-all option under the selective method to satisfy one or more data requirements]

☐ I hereby offer and agree to pay compensation, to other persons, with regard to the approval of this application, to the extent required by FIFRA.

SECTION III: CERTIFICATION

I certify that this application for registration, this form for reregistration, or this Data-Call-In response is supported by all data submitted or cited in the application for registration, the form for reregistration, or the Data-Call-In response. In addition, if the cite-all option or cite-all option under the selective method is indicated in Section 1, this application is supported by all data in the Agency's files that (1) concern the properties or effects of this product or an identical or substantially similar product, or one or more of the ingredients in this product; and (2) is a type of data that would be required to be submitted under the data requirements in effect on the date of approval of this application if the application sought the initial registration of a product of identical or similar composition and uses.

I certify that for each exclusive use study cited in support of this registration or reregistration, that I am the original data submitter or that I have obtained the written permission of the original data submitter to cite that study.

I certify that for each study cited in support of this registration or reregistration that is not an exclusive use study, either: (a) I am the original data submitter; (b) I have obtained the permission of the original data submitter to use the study in support of this application; (c) all periods of eligibility for compensation have expired for the study; (d) the study is in the public literature; or (e) I have notified in writing the company that submitted the study and have offered (i) to pay compensation to the extent required by sections 3(c)(1)(F) and/or 3(c)(2)(B) of FIFRA; and (ii) to commence negotiations to determine the amount and terms of compensation, if any, to be paid for the use of the study.

I certify that in all instances where an offer of compensation is required, copies of all offers to pay compensation and evidence of their delivery in accordance with sections 3(c)(1)(F) and/or 3(c)(2)(B) of FIFRA are available and will be submitted to the Agency upon request. Should I fail to produce such evidence to the Agency upon request, I understand that the Agency may initiate action to deny, cancel or suspend the registration of my product in conformity with FIFRA.

I certify that the statements I have made on this form and all attachments to it are true, accurate, and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.

Signature 	Date 10/29/2013	Typed or Printed Name and Title David Swain, Agent
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DATA MATRIX

Date October 29, 2013		EPA Reg No./File Symbol 49158-R		Page 1 of 4	
Applicant's/Registrant's Name & Address Rug Doctor, Inc. 4701 Old Shepard Place, Plano, TX 75093			Product Rug Doctor Antibacterial Carpet Cleaner		
Ingredient Hydrogen Peroxide CAS# 7722-84-1					
Guideline Reference Number	Guideline Study Name	MRID Number	Submitter	Status	Note
OPPTS 830.1550	Product Identity and Composition	49233101	Rug Doctor, Inc.	OWN	
OPPTS 830.1600	Description of Materials Used to Produce the Product	49233101	Rug Doctor, Inc.	OWN	
OPPTS 830.1620	Description of Production Process	49233101	Rug Doctor, Inc.	OWN	
OPPTS 830.1650	Description of Formulation Process	49233101	Rug Doctor, Inc.	OWN	
OPPTS 830.1670	Discussion of Formation of Impurities	49233101	Rug Doctor, Inc.	OWN	
OPPTS 830.1700	Preliminary Analysis	49233101	Rug Doctor, Inc.	OWN	
OPPTS 830.1750	Certified Limits	49233101	Rug Doctor, Inc.	OWN	
OPPTS 830.1800	Enforcement Analytical Method	49233101	Rug Doctor, Inc.	OWN	
OPPTS 830.6302	Color	49233102	Rug Doctor, Inc.	OWN	
OPPTS 830.6303	Physical State	49233102	Rug Doctor, Inc.	OWN	
OPPTS 830.6304	Odor	49233102	Rug Doctor, Inc.	OWN	
OPPTS 830.6313	Stability to normal and elevated temps, metals, ions				1
Signature <i>David Swain</i>			Name and Title David Swain, Agent		Date 10/29/2013

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¹ N/A: Product is an EUP in liquid form



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Ingredient Hydrogen Peroxide CAS# 7722-84-1					
Guideline Reference Number	Guideline Study Name	MRID Number	Submitter	Status	Note
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
Signature <i>David Swain</i>			Name and Title David Swain, Agent		Date 10/29/2013



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Applicant's/Registrant's Name & Address Rug Doctor, Inc. 4701 Old Shepard Place, Plano, TX 75093		Product Rug Doctor Antibacterial Carpet Cleaner			
Ingredient Hydrogen Peroxide CAS# 7722-84-1					
Guideline Reference Number	Guideline Study Name	MRID Number	Submitter	Status	Note
OPPTS 830.6314	Oxidation/Reduction: chemical incompatibility	49233102	Rug Doctor, Inc.	OWN	
OPPTS 830.6315	Flammability				2
OPPTS 830.6316	Explosibility				3
OPPTS 830.6317	Storage Stability	49233104	Rug Doctor, Inc.	OWN	
OPPTS 830.6319	Miscibility				4
OPPTS 830.6320	Corrosion Characteristics	49233104	Rug Doctor, Inc.	OWN	
OPPTS 830.6321	Dielectric Breakdown Voltage				5
OPPTS 830.7000	pH	49233102	Rug Doctor, Inc.	OWN	
OPPTS 830.7100	Viscosity	49233102	Rug Doctor, Inc.	OWN	
OPPTS 830.7200	Melting Point/Melting Range				1
OPPTS 830.7220	Boiling Point/Boiling Range				1
OPPTS 830.7300	Density / Relative Density / Bulk Density	49233102	Rug Doctor, Inc.	OWN	
Signature <i>David Swain</i>			Name and Title David Swain, Agent		Date 10/29/2013

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² N/A: Product contains no flammable ingredients.

³ N/A: Product contains no explosive ingredients.

⁴ N/A: Product is not an emulsifiable liquid to be diluted with petroleum solvents.

⁵ N/A: Product is not for use in/on/around electrical equipment.



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Applicant's/Registrant's Name & Address
Rug Doctor, Inc.
4701 Old Shepard Place, Plano, TX 75093

Product
Rug Doctor Antibacterial Carpet Cleaner

Ingredient Hydrogen Peroxide CAS# 7722-84-1

Guideline Reference Number	Guideline Study Name	MRID Number	Submitter	Status	Note
					2
			Rug Doctor, Inc.	OWN	
					3
			Rug Doctor, Inc.	OWN	
					4
			Rug Doctor, Inc.	OWN	
					5
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
					1
		1			
			Rug Doctor, Inc.	OWN	
Signature <i>David Swain</i>			Name and Title David Swain, Agent		Date 10/29/2013

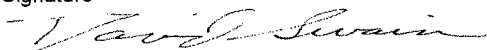


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Ingredient Hydrogen Peroxide CAS# 7722-84-1					
Guideline Reference Number	Guideline Study Name	MRID Number	Submitter	Status	Note
OPPTS 830.7370	Dissociation Constant				
OPPTS 830.7520	Particle Size, Fiber Strength, Diameter Distribution				
OPPTS 830.7550	Particle Coefficient (n-Oct/H ₂ O) shake flask				
OPPTS 830.7560	Particle Coefficient (n-Oct/H ₂ O) generator column				
OPPTS 830.7570	Particle Coefficient (n-Oct/H ₂ O) estimation by liquid				
OPPTS 830.7840	Water Solubility: column elution/shake flask method				
OPPTS 830.7860	Water Solubility: generator column method				
OPPTS 830.7950	Vapor Pressure				
Series 870	Toxicity Discussion Volume	49233105	Rug Doctor, Inc.	OWN	
OPPTS 870.1100	Acute Oral Toxicity	49233106	Rug Doctor, Inc.	OWN	
OPPTS 870.1200	Acute Dermal Toxicity	49233107	Rug Doctor, Inc.	OWN	
OPPTS 870.1300	Acute Inhalation Toxicity	49233108	Rug Doctor, Inc.	OWN	
OPPTS 870.2400	Acute Eye Irritation	49233109	Rug Doctor, Inc.	OWN	
OPPTS 870.2500	Acute Dermal Irritation	49233110	Rug Doctor, Inc.	OWN	
Signature 		Name and Title David Swain, Agent		Date 10/29/2013	



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DATA MATRIX

Date October 29, 2013 EPA Reg No./File Symbol 49158-R Page 3 of 4

Applicant's/Registrant's Name & Address
Rug Doctor, Inc.
4701 Old Shepard Place, Plano, TX 75093

Product
Rug Doctor Antibacterial Carpet Cleaner

Ingredient Hydrogen Peroxide CAS# 7722-84-1

Guideline Reference Number	Guideline Study Name	MRID Number	Submitter	Status	Note
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
Signature <i>David Swain</i>			Name and Title David Swain, Agent		Date 10/29/2013



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
401 M Street, S.W.
WASHINGTON, D.C. 20460

Form Approved OMB No. 2070-0060

Paperwork Reduction Act Notice: The public reporting burden for this collection of information is estimated to average 0.25 hours per response for registration activities and 0.25 hours per response for reregistration and special review activities, including time for reading the instructions and completing the necessary forms. Send comments regarding the burden estimate or any other aspect of this collection of information, including suggestions for reducing the burden to: Director, OPPE Information Management Division (2137), U.S. Environmental Protection Agency, 401 M Street, S.W., Washington, DC 20460. Do not send the form to this address.

DATA MATRIX

Date	October 29, 2013	EPA Reg No./File Symbol	49158-R	Page 4 of 4	
Applicant's/Registrant's Name & Address Rug Doctor, Inc. 4701 Old Shepard Place, Plano, TX 75093		Product Rug Doctor Antibacterial Carpet Cleaner			
Ingredient Hydrogen Peroxide CAS# 7722-84-1					
Guideline Reference Number	Guideline Study Name	MRID Number	Submitter	Status	Note
OPPTS 870.2600	Skin Sensitization	49233111	Rug Doctor, Inc.	OWN	
Series 810	Efficacy Discussion Volume	49233112	Rug Doctor, Inc.	OWN	
Guideline 91-4 (b)	Carpet Sanitizer – S. aureus, ATCC 6538	49233113	Rug Doctor, Inc.	OWN	
Guideline 91-4 (b)	Carpet Sanitizer – E. aerogenes, ATCC 13048	49233113	Rug Doctor, Inc.	OWN	
Guideline 91-4 (b)	Carpet Sanitizer – S. aureus, ATCC 6538	49233114	Rug Doctor, Inc.	OWN	
Guideline 91-4 (b)	Carpet Sanitizer – E. aerogenes, ATCC 13048	49233114	Rug Doctor, Inc.	OWN	
810.2400	Non-food contact sanitizer – K. pneumoniae ATCC 4352	49233115	Rug Doctor, Inc.	OWN	
810.2400	Non-food contact sanitizer – S. aureus, ATCC 6538	49233115	Rug Doctor, Inc.	OWN	
Signature <i>David Swain</i>			Name and Title David Swain, Agent		Date 10/29/2013



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DATA MATRIX

Date October 29, 2013		EPA Reg No./File Symbol 49158-R		Page 4 of 4		
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Ingredient Hydrogen Peroxide CAS# 7722-84-1						
Guideline Reference Number	Guideline Study Name	MRID Number	Submitter	Status	Note	
			Rug Doctor, Inc.	OWN		
			Rug Doctor, Inc.	OWN		
			Rug Doctor, Inc.	OWN		
			Rug Doctor, Inc.	OWN		
			Rug Doctor, Inc.	OWN		
			Rug Doctor, Inc.	OWN		
			Rug Doctor, Inc.	OWN		
			Rug Doctor, Inc.	OWN		
Signature <i>David Swain</i>			Name and Title David Swain, Agent		Date 10/29/2013	

Scientific & Regulatory Consultants, Inc.

October 29, 2013

Mr. Marshall Swindell, PM-33
Document Processing Desk (APPL)
Office of Pesticide Programs (7504P)
U.S. Environmental Protection Agency
Room S-4900, 4th Floor
One Potomac Yard
2777 S Crystal Drive
Arlington, VA 22202

SUBJECT: New Antimicrobial Registration PRIA Code A 540
Rug Doctor Antibacterial Carpet Cleaner
EPA Reg. No. 49158-R

Dear Marshall:

Rug Doctor, Inc. (Rug Doctor) encloses a submission for the above referenced product. This is a hydrogen peroxide Carpet and Soft Surface Sanitizer for use in institutional and residential use sites. It is a ready-to-use product.

Rug Doctor Antibacterial Carpet Cleaner is a new end-use product utilizing a registered active ingredient and is similar to other hydrogen peroxide products for carpet sanitization. All inert ingredients have been cleared for non-food antimicrobial registrations. Thus it qualifies for PRIA Code A540 with a PRIA fee of \$4,863 and a five month review time. Proof of electronic payment via www.pay.gov is attached to application.

The proprietary surfactant [REDACTED] was recently approved by the Inerts Branch. Please contact PV Shah, Alga Debesai or Elizabeth Fertich at the Inerts Branch for more information on the approval and acceptance of this proprietary mixture in this new registration.

Rug Doctor Antibacterial Carpet Cleaner is classified as Toxicity Category IV for all required toxicity testing for an end-use product. Rug Doctor has elected to label the product without signal word, precautionary statements or first aid as allowed by this toxicity profile. All toxicity studies conducted on the product are enclosed.

We look forward to a timely review of this submission. If you need any clarification or issues arise during the review of this information, please contact me immediately at 260-244-6270 for resolution.

Sincerely,



David Swain
Agent for Rug Doctor, Inc.

Cc: Jennifer Bopp

TRANSMISSION



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
401 M Street, S.W.
WASHINGTON, D.C. 20460

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Certification with Respect to Citation of Data

Applicant's/Registrant's Name, Address, and Telephone Number Rug Doctor, Inc. 4701 Old Shepard Place Plano, TX 75093 316-683-3489	EPA Registration Number/File Symbol 49158-R
Active Ingredient(s) and/or representative test compound(s) EP - Hydrogen Peroxide	Date 10/29/2013
General Use Pattern(s) (list all those claimed for this product using 40 CFR Part 158) Soft surface and carpet sanitizer and cleaner for residential use	Product Name Rug Doctor Antibacterial Carpet Cleaner

NOTE: If your product is a 100% repackaging of another purchased EPA-registered product labeled for all the same uses on your label, you do not need to submit this form. You must submit the Formulators Exemption Statement (EPA Form 8570-27).

☐ I am responding to a Data-Call-In Notice, and have included with this form a list of companies sent offers of compensation (the Data Matrix form should be used for this purpose).

SECTION I: METHOD OF DATA SUPPORT (Check one method only)

<input type="checkbox"/> I am using the cite-all method of support, and have included with this form a list of companies sent offers of compensation (the Data Matrix form should be used for this purpose).	<input checked="" type="checkbox"/> I am using the selective method of support (or cite-all option under the selective method), and have included with this form a completed list of data requirements (the Data Matrix form must be used).
--	---

SECTION II: GENERAL OFFER TO PAY

[Required if using the cite-all method, or when using the cite-all option under the selective method to satisfy one or more data requirements]

☐ I hereby offer and agree to pay compensation, to other persons, with regard to the approval of this application, to the extent required by FIFRA.

SECTION III: CERTIFICATION

I certify that this application for registration, this form for reregistration, or this Data-Call-In response is supported by all data submitted or cited in the application for registration, the form for reregistration, or the Data-Call-In response. In addition, if the cite-all option or cite-all option under the selective method is indicated in Section 1, this application is supported by all data in the Agency's files that (1) concern the properties or effects of this product or an identical or substantially similar product, or one or more of the ingredients in this product; and (2) is a type of data that would be required to be submitted under the data requirements in effect on the date of approval of this application if the application sought the initial registration of a product of identical or similar composition and uses.

I certify that for each exclusive use study cited in support of this registration or reregistration, that I am the original data submitter or that I have obtained the written permission of the original data submitter to cite that study.

I certify that for each study cited in support of this registration or reregistration that is not an exclusive use study, either: (a) I am the original data submitter; (b) I have obtained the permission of the original data submitter to use the study in support of this application; (c) all periods of eligibility for compensation have expired for the study; (d) the study is in the public literature; or (e) I have notified in writing the company that submitted the study and have offered (i) to pay compensation to the extent required by sections 3(c)(1)(F) and/or 3(c)(2)(B) of FIFRA; and (ii) to commence negotiations to determine the amount and terms of compensation, if any, to be paid for the use of the study.

I certify that in all instances where an offer of compensation is required, copies of all offers to pay compensation and evidence of their delivery in accordance with sections 3(c)(1)(F) and/or 3(c)(2)(B) of FIFRA are available and will be submitted to the Agency upon request. Should I fail to produce such evidence to the Agency upon request, I understand that the Agency may initiate action to deny, cancel or suspend the registration of my product in conformity with FIFRA.

I certify that the statements I have made on this form and all attachments to it are true, accurate, and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.

Signature 	Date 10/29/2013	Typed or Printed Name and Title David Swain, Agent
---------------	--------------------	---

Scientific & Regulatory Consultants, Inc.

October 29, 2013

Mr. Marshall Swindell, PM-33
Document Processing Desk (APPL)
Office of Pesticide Programs (7504P)
U.S. Environmental Protection Agency
Room S-4900, 4th Floor
One Potomac Yard
2777 S Crystal Drive
Arlington, VA 22202

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Rug Doctor Antibacterial Carpet Cleaner
EPA Reg. No. 49158-R

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Sincerely,



David Swain
Agent for Rug Doctor, Inc.

Cc: Jennifer Bopp

[REDACTED]

PRIA 3 – 21 Day Content Screen Review Worksheet

(EPA/OPP Use Only)

September 2012

21 Day Screen Start Date: 10-30-13

Experts In-Processing Signature: B. B.

Date 11-4-13

Fee Paid: Yes ☒

Division management contacted on issues No ☐ Yes ☐ Date _____

EPA Reg. Number: <u>49158-R</u>		EPA Receipt Date: <u>10-30-13</u>				
Items for Review				Yes	No	N/A*
1	Application Form (EPA Form 8570-1) signed & complete including package type			X		
2	Confidential Statement of Formula all boxes completed, form signed, and dated (EPA Form 8570-4)			X		
	a) All <u>inerts</u> , including fragrances, approved for the proposed uses (see Footnote A)	yes	no			
		X				
3	Certification with Respect to Citation of Data (EPA Form 8570-34) completed and signed (N/A if 100% repack)			X		
	Certificate and data matrix consistent			X		
	If applicant is relying on data that are compensable, is the offer to pay statement included. (see Footnote B)	yes	no			
	If applicable, is there a letter of Authorization for exclusive use only.					
4	Formulator's Exemption Statement (EPA Form 8570-27) completed and signed (N/A if source is unregistered or applicant owns the technical)			X		
	Data Matrix (EPA Form 8570-35) both internal and external copies (PR 98-5) completed and signed (N/A if 100% repack)			X		
5	a) Selective Method (Fee category experts use)	yes	no			
		X				
	b) Cite-All (Fee category experts use)					
	c) Applicant owns all data (Fee category experts use)					
6	5 Copies of Label (Electronic labels on CD are encouraged and guidance is available)			X		
7	Is the data package consistent with PR Notice 86-5			X		
8	Notice of Filing included with petitions					X

9	If applicable for conventional applications, <u>reduced risk rationale</u>			X
10	<u>Required Data</u> and/or data waivers. See Footnote C.			
	a) List study (or studies) not included with application			

Comments:

- * Submitted studies PASSED PRN 11-3 review
- * Inerts approved for non-food use
- * Jacket PASSED

RC

MRID: 492331

* N/A – Not Applicable

Footnotes

A. During the 21 day initial content review, all CSFs will be reviewed to determine whether all inerts listed, including fragrances, are approved for the proposed uses or have an application pending with the Agency. If an unapproved inert with no application pending with the Agency is identified, the applicant must either 1) resolve the inert issue by, for example, removing the inert, substituting it with an approved inert, submitting documentation that EPA approved the inert for the proposed pesticidal uses, correcting mistakes on the CSF, etc. or 2) provide the data to support OPP approval of the inert or 3) withdraw the application. Removing or substituting an inert ingredient will require a new CSF and may require submission of data. All information, forms, data and documentation resolving the inert issue must have been received by the Agency or the application withdrawn within the 21 day period, otherwise, the Agency will reject the application as described below.

To successfully complete this aspect of the 21 day initial content screen, applicants are **strongly encouraged** to verify that all inert ingredients have been approved for the application's uses or have an application pending with the Agency **even if a product is currently registered** by consulting the [inert Web site](#) and if the inert is not approved nor has an application pending with the Agency, to **obtain the necessary inert approval prior to submitting an application to register a pesticide product containing that inert ingredient**. Some inert ingredients are no longer approved for food uses or certain types of uses. The name and/or CAS number on a CSF must match the name and CAS number on this web site. Simple typographical errors in the name or CAS number have resulted in processing delays.

If an inert is not listed on the inert ingredient web site and the applicant believes that the inert has been approved, the applicant should contact the Inert Ingredient Assessment Branch (IIAB) at inertsbranch@epa.gov and resolve the issue. Copies of the correspondence with IIAB resolving the issue should accompany the application. All new inerts except PIP inerts are reviewed by IIAB. The IIAB should also be contacted for any questions on what supporting data needs to be submitted for and the Agency's inert review process. Questions on PIP inerts should be directed to the [Chief of Microbial Pesticides Branch](#).

When a brand, trade, or proprietary name of an inert ingredient is listed on a CSF, additional information such as an alternate name of the inert, CAS number or other information must also be included to enable the Agency to determine if it has been approved. Each component of an inert mixture (including a fragrance) must be identified. In some cases, the supplier of the mixture or fragrance may need to provide this information to the Agency. Prior to the Agency's receipt of an application, applicants must arrange with a proprietary mixture or fragrance supplier to provide the component information to the Agency or promptly upon EPA's request. If the inert ingredients in a proprietary blend (including fragrances) cannot or are not identified or provided within the 21-day content review period, the Agency will reject the application.

During the 21 day content review, applicants should submit information to the individual identified by the Agency when the applicant is informed of an unapproved inert.

Unapproved Inerts Identified on CSFs

All applications except conventional new products and PIPs

Once an unapproved inert is identified on a CSF, the Agency will contact the applicant with the following options:

1. Correct the application by, for instance, correcting the inert's identity or CAS number, providing documentation that the inert has been approved, or removing the unapproved inert from the CSF or replacing it with one that is approved for the application's uses; or
2. Provide the required information necessary to identify an inert approval application that is pending with the Agency; or
3. Submit the information and data needed for the Agency to approve the unapproved inert. If this option is selected and implemented, the Agency may request an extension in the PRIA decision review timeframe to accommodate the inert review/approval process;
4. Withdraw the application (the Agency retains 25% of the full fee for the fee category estimated); or

If none of these options is selected and implemented by the applicant within the 21 day content review period, the Agency will reject the application and retain 25% of the full fee of the category identified.

Conventional New Product Applications

When the Registration Division identifies an unapproved inert on a CSF with an application for a new product that the applicant has not identified as requiring an inert approval (R300 or R301), it will contact the applicant with the following options:

1. Correct the application by, for instance, correcting the inert's identity or CAS number, providing documentation that the inert has been approved, or removing the unapproved inert from the CSF or replacing it with one that is approved for the application's uses; or
2. Submit the information and data needed for the Agency to approve the unapproved inert, including any required petition to establish or amend a tolerance or exemption from a tolerance. (This option may change the PRIA category for the application, which could require a longer decision review time and a larger fee. If additional fees are due, they must be received by the Agency within the 21 day content review period.)

3. Withdraw the application (the Agency retains 25% of the full fee for the fee category estimated); or

If none of the above options is selected and implemented during the 21-day content-review period, the Agency will reject the application and retain 25% of the appropriate fee for the new product-inert approval category.

PIP Applications

When the Biopesticide and Pollution Prevention Division identifies an unapproved inert on a PIP CSF and a request to approve the inert does not accompany the application, it will contact the applicant with the following options:

1. Correct the application by, for instance, correcting the spelling or name of the inert to that in 40 CFR 174, or providing documentation that the inert has been approved; or
2. Submit the information and data needed for the Agency to approve the unapproved inert. If an inert ingredient tolerance exemption petition is required, the petition must be received by the Agency and the B903 fee paid within the 21 day period. If this option is selected and implemented, the Agency will discuss harmonizing the timeframe for both actions.
3. Withdraw the application (the Agency retains 25% of the full fee for the fee category estimated); or

If none of the above options is selected and implemented during the 21 day content review period, the Agency will reject the application and retain 25% of the fee.

B. A policy on documentation of offers to pay is still being developed, however, for a me-too or fast track (similar/identical) new product, R300 or A530, an application without the necessary authorizations of offers to pay will be placed into either R301 or A531. The Agency recommends that authorizations of offers to pay be submitted with other PRIA applications to avoid delays in the Agency's decision.

C. Biopesticide applicants are advised to contact the Agency and discuss study waivers prior to submitting their application to the Agency. Documentation of such discussions should be submitted with the study waiver.

A540 - New end use product.

- Must submit or reference Group A and B product chemistry, toxicity, and/or efficacy data for each proposed product.
- Data waivers may be requested. Chemistry data on the TGAI in addition to the EP is required if an unregistered source is used.

End Use (EP) or Manufacturing Use (MP) product or Technical Grade of the Active Ingredient (TGAI)

Guideline No.	Group A: Product Chemistry Data Study Title	EP Data Submitted	MP Data Submitted	TGAI Data Submitted
830.1550	Product Identity & Composition	X		
830.1600	Description of materials used to produce the product	X		
830.1650	Description of formulation process	X		
830.1670	Discussion on the formation of impurities	X		
830.1700	Preliminary analysis	X		
830.1750	Certified limits (158.345)	X		
830.1800	Enforcement analytical method	X		

Guideline No.	Group B: Product Chemistry Data Study Title	EP Data Submitted	MP Data Submitted	TGAI Data Submitted
830.6302	Color	X		
830.6303	Physical State	X		
830.6304	Odor	X		
830.6313	Stability to normal and elevated temperatures metal and metal ions			
830.6314	Oxidation/Reduction (Chemical incompatibility)	X		
830.6315	Flammability	X		
830.6316	Explosibility	X		
830.6317	Storage stability*	X		
830.6319	Miscibility	X		
830.6320	Corrosion Characteristics*	X		
830.6321	Dielectric Breakdown Voltage	X		
830.7000	pH	X		
830.7050	UV/ Visible Absorption			
830.7100	Viscosity	X		
830.7200	Melting Point			
830.7220	Boiling Point			
830.7300	Density	X		
830.7370	Dissociation Constant			
830.7550	Partition Coefficient			
830.7840	Water Solubility			
830.7950	Vapor Pressure			

Grayed out = data not required

*May not be included with initial application

A540 – Acute Toxicity Requirements

New products must either:

- 1) supply the product specific acute toxicity 6 pack data (listed below),
- 2) provide a bridging rationale document or waiver request or,
- 3) use the cite all method of data compensation, if applicable. The bridging document directs OPP to use a currently registered set of 6 acute toxicity data and label; instead of submitting product specific data.

Guideline No.	Acute toxicity (6 pack) Study Title	Cite All	Selective	Waiver Request	Bridging Rational
830.1100	Acute Oral (LD50)		X		
830.1200	Acute Dermal (LD50)		X		
830.1300	Acute Inhalation (LC50)		X		
830.2400	Acute Eye Irritation		X		
830.2500	Acute Dermal Irritation		X		
830.2600	Dermal Sensitization		X		



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460

November 1, 2013

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

OPP Decision Number: D-484443
EPA File Symbol or Registration Number: 49158-R
Product Name: Rug Doctor Antibacterial Carpet Cleaner
EPA Receipt Date: 30-Oct-2013
EPA Company Number: 49158
Company Name: RUG DOCTOR, INC.

DAVID SWAIN
SCIENTIFIC & REGULATORY CONSULTANTS, INC.
RUG DOCTOR, INC.
PO Box 1014
COLUMBIA CITY, IN 26725-

SUBJECT: Receipt of Registration Application Subject to Registration Service Fee

Dear Registrant:

The Office of Pesticide Programs has received your application and certification of payment. If you submitted data with this application, the results of the PRN-2011-3 screen will be communicated separately. During the administrative screen, the Office of Pesticide Programs has determined that this Action is subject to a Pesticide Registration Service Fee as defined in the Pesticide Registration Improvement Act.

The Action has been identified as Action Code: A540

NEW PRODUCT;NON-FAST TRACK;FIFRA SEC. 2(MM) USES;

No additional payment is due at this time.

If you have any questions, please contact the Pesticide Registration Service Fee Ombudsman at (703) 603-0523.

Sincerely,

Front End Processing Staff
Information Technology & Resources Management Division

Fee for Service

{943006y~

This package includes the following

- ☒ New Registration
- ☐ Amendment

☒ Studies? ☐ Fee Waiver?
☐ volpay % Reduction: _____

for Division

- ☒ AD
- ☐ BPPD
- ☐ RD

Risk Mgr. 33

Receipt No.

S-

943006

EPA File Symbol/Reg. No.

49158-R

Pin-Punch Date:

10/30/2013

☐ This item is NOT subject to FFS action.

Action Code:

Requested: A540

Granted: A540

Amount Due: \$ 4863⁰⁰

Parent/Child Decisions:

☐ Inert Cleared for Intended Use

☐ Uncleared Inert in Product

Reviewer: Team 4

Date: 11/1/13

Remarks:

DISUBMISSION

Receipt for Section 3

S: 943006

Resubmission: ☐ Yes ☒ No

Regulatory Type:

Fee For Service: ☒ Yes ☐ No

Application Type:

Billable: ☒ Yes ☐ No

Company: 49158 RUG DOCTOR, INC.

V

Print Letter

Enter More Information

Tracking

Risk Manager:

Product #: 49158-R

Product Name: Rug Doctor Antibacterial Carpet Cleaner

Override#:

Me Too

Me Too

Section3:

Product Name:

Application Date: 29-Oct-2013



OPP Rec'd Date: 30-Oct-2013



Front End Date: 31-Oct-2013



Risk Manager Send Date:



FFS Due Date:

Negotiated Due Date:

OPP Target Date:

Fast Track: ☐

New Ingredient: ☐

Receipt Description:

Associated with e-Submission pkg 4938. New end-use product

Receipt Content

Study

CSF

View/Edit

Form A: ☐

Signature Date:

Form B: ☐

Signature Date:

E SUBMISSION

10/25/13 Check No. - 617141

Vendor No.: 307532 U.S. E.P.A.

Invoice Number	Date	Description	Gross	Deductions	Amount Paid
A540	10/24/13	COMPANY #49158	4,863.00	.00	4,863.00

Commercial/Financial Information May be Entitled to Confidential Treatment

4,863.00

.00

4,863.00

RugDoctor[®]
Steaming Mad at Dirt![®]

4701 Old Shepard Place • Plano, Texas 75093

PAY FOUR THOUSAND EIGHT HUNDRED SIXTY THREE AND 00/100*****

UNION BANK OF CALIFORNIA N.A.
 NORTHERN CALIFORNIA COMMERCIAL BANKING OFFICE
 400 CALIFORNIA STREET
 SAN FRANCISCO, CA 94104

CHECK DATE
 10/25/13

11-49
 1210

617141

NUMBER

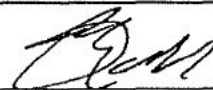
Check No: 617141

Vendor No.: 307532

CHECK AMOUNT
 \$*****4,863.00

TO THE
 ORDER OF

US ENVIRONMENTAL PROTECTION AGENCY
 PO BOX 979074
 WASHINGTON FINANCE CENTER, FIFRA
 SAINT LOUIS MO 63197-9000



VOID IF NOT CASHED WITHIN SIX (6) MONTHS



United States
Environmental Protection Agency
Washington, DC 20460

☒
☐
☐

Registration
Amendment
Other

OPP Identifier Number

Application for Pesticide - Section I

1. Company/Product Number 49158-R	2. EPA Product Manager M. Swindell	3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) Rug Doctor Antibacterial Carpet Cleaner	PM # 33	
5. Name and Address of Applicant (Include ZIP Code) Rug Doctor, Inc. 4701 Old Shepard Place Plano, TX 75093 <input type="checkbox"/> Check if this is a new address	6. Expedited Review. In accordance with FIFRA Section 3(c)(3) (b)(i), my product is similar or identical in composition and labeling to: EPA Reg. No. _____ Product Name _____	

Section - II

<input type="checkbox"/> Amendment - Explain below.	<input type="checkbox"/> Final printed labels in response to Agency letter dated _____
<input type="checkbox"/> Resubmission in response to Agency letter dated _____	<input type="checkbox"/> "Me Too" Application.
<input type="checkbox"/> Notification - Explain below.	<input checked="" type="checkbox"/> Other - Explain below.

Explanation: Use additional page(s) if necessary. (For Section I and Section II.)

NEW INITIAL ANTIMICROBIAL REGISTRATION: PRIA Code A540, PRIA fee \$4,863

Section - III

1. Material This Product Will Be Packaged In:						2. Type of Container	
Child-Resistant Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		Water Soluble Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		<input type="checkbox"/> Metal <input checked="" type="checkbox"/> Plastic <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input type="checkbox"/> Other (Specify) _____		
* Certification must be submitted		If "Yes" Unit Packaging wgt.	No. per container	If "Yes" Package wgt			No. per container
3. Location of Net Contents Information <input checked="" type="checkbox"/> Label <input type="checkbox"/> Container		4. Size(s) Retail Container 16 oz., 17 oz., 24 oz.		5. Location of Label Directions <input checked="" type="checkbox"/> On Label <input type="checkbox"/> On Label accompanying product			
6. Manner in Which Label is Affixed to Product		<input type="checkbox"/> Lithograph <input checked="" type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled		<input type="checkbox"/> Other _____			

Section - IV

1. Contact Person (Complete items directly below for identification of individual to be contacted, if necessary, to process this application.)			
Name David Swain		Title Agent for Rug Doctor, Inc.	
		Telephone No. (Include Area Code) 260-244-6270	
Certification I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.			6. Date Application Received (Stamped)
2. Signature 		3. Title Agent for Rug Doctor, Inc.	
5. Typed Name David Swain		5. Date 10/29/2013	

Scientific & Regulatory Consultants, Inc.

October 29, 2013

Mr. Marshall Swindell, PM-33
Document Processing Desk (APPL)
Office of Pesticide Programs (7504P)
U.S. Environmental Protection Agency
Room S-4900, 4th Floor
One Potomac Yard
2777 S Crystal Drive
Arlington, VA 22202

SUBJECT: New Antimicrobial Registration PRIA Code A 540
Rug Doctor Antibacterial Carpet Cleaner
EPA Reg. No. 49158-R

Dear Marshall:

Rug Doctor, Inc. (Rug Doctor) encloses a submission for the above referenced product. This is a hydrogen peroxide Carpet and Soft Surface Sanitizer for use in institutional and residential use sites. It is a ready-to-use product.

Rug Doctor Antibacterial Carpet Cleaner is a new end-use product utilizing a registered active ingredient and is similar to other hydrogen peroxide products for carpet sanitization. All inert ingredients have been cleared for non-food antimicrobial registrations. Thus it qualifies for PRIA Code A540 with a PRIA fee of \$4,863 and a five month review time. Proof of electronic payment via www.pay.gov is attached to application.

The proprietary surfactant [REDACTED] was recently approved by the Inerts Branch. Please contact PV Shah, Alga Debesai or Elizabeth Fertich at the Inerts Branch for more information on the approval and acceptance of this proprietary mixture in this new registration.

Rug Doctor Antibacterial Carpet Cleaner is classified as Toxicity Category IV for all required toxicity testing for an end-use product. Rug Doctor has elected to label the product without signal word, precautionary statements or first aid as allowed by this toxicity profile. All toxicity studies conducted on the product are enclosed.

We look forward to a timely review of this submission. If you need any clarification or issues arise during the review of this information, please contact me immediately at 260-244-6270 for resolution.

Sincerely,



David Swain
Agent for Rug Doctor, Inc.

Cc: Jennifer Bopp

RECEIVED
EPA/OPP/REGISTRATION
OCT 31 2013

Rug Doctor Antibacterial Carpet Cleaner

EPA File Symbol 49158-x

TRANSMITTAL DOCUMENT

1. Name and address of submitter:

Scientific & Regulatory Consultants, Inc.
PO Box 1014
Columbia City, IN 46725

AGENT FOR:
Rug Doctor, Inc.
4701 Old Shepard Place
Plano, TX 75093

2. Regulatory action in support of which this package is submitted:

New end use product; FIFRA §2(mm) uses only: PRIA Code A540, PRIA fee
\$4,863

3. Transmittal date:

E-Dossier Submission

October 29, 2013

4. Vol. 1 Administrative materials:

- A) Cover letter
- B) Application with proof of payment
- C) Basic Confidential statement of formula (CSF)
- D) Formulator's Exemption
- E) Certification of Citation of Data
- F) Data Matrix
- G) Proposed labeling

5. Vol. 2 Product chemistry (MRID 49233101)

- A) OCSPP 830.1550-1800 Product Identity, Composition, and Analysis

6. Vol. 3 Product chemistry (MRID 49233102)


- A) OCSPP 830.6302-7300 Product Properties (16276-12)

7. Vol. 4 Product chemistry (MRID 49233103)

- A) Product Chemistry Data Waivers

E-SUBMISSION

7. Vol. 5 Accelerated Storage Stability and Corrosion Characteristics (MRID 49233104)
A) OCSPP 830.6317 and 6320 Storage Stability and Corrosion Characteristics (16931-12)
8. Vol. 6 Toxicity (MRID 49233105)
A) OCSPP 870.1100-2600 Toxicity Discussion Volume
9. Vol. 7 Toxicity (MRID 49233106)
A) OCSPP 870.1100 Acute Oral Toxicity (UDP) in Rats (16205-12)
10. Vol. 8 Toxicity (MRID 49233107)
A) OCSPP 870.1200 Acute Dermal Toxicity in Rats (16206-12)
11. Vol. 9 Toxicity (MRID 49233108)
A) OCSPP 870.1300 Acute Inhalation Toxicity in Rats (16207-12)
12. Vol. 10 Toxicity (MRID 49233109)
A) OCSPP 870.2400 Acute Eye Irritation in Rabbits (16208-12)
13. Vol. 11 Toxicity (MRID 49233110)
A) OCSPP 870.2500 Acute Dermal Irritation in Rabbits (16279-12)
14. Vol. 12 Toxicity (MRID 49233111)
A) OCSPP 870.2600 Skin Sensitization in Guinea Pigs (16210-12)
15. Vol. 13 Efficacy (MRID 49233112)
A) OCSPP 810.2000 Series Efficacy Discussion
16. Vol. 14 Efficacy (MRID 49233113)
A) Subdivision G 91-4 (b) Carpet Efficacy (A14808)
17. Vol. 15 Efficacy (MRID 49233114)
A) Subdivision G 91-4 (b) Carpet Efficacy (A15388)
18. Vol. 16 Efficacy (MRID 49233115)
A) OCSPP 810.2400 Standard Test Method for Efficacy of Sanitizers Recommended for Soft Non-Food Contact Surfaces (A14807)

Company Official: David Swain 

Company Name: Agent for Rug Doctor, Inc.

David Swain, Phone (260) 244-6270

Company Contact: Email: dswain@srcconsultants.com



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
401 M Street, S.W.
WASHINGTON, D.C. 20460

Form Approved OMB No. 2070-0060

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DATA MATRIX

Date	October 29, 2013	EPA Reg No./File Symbol	49158-R	Page	1 of 4
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Applicant's/Registrant's Name & Address Rug Doctor, Inc. 4701 Old Shepard Place, Plano, TX 75093	Product Rug Doctor Antibacterial Carpet Cleaner
--	--

Ingredient Hydrogen Peroxide CAS# 7722-84-1

Guideline Reference Number	Guideline Study Name	MRID Number	Submitter	Status	Note
OPPTS 830.1550	Product Identity and Composition	49233101	Rug Doctor, Inc.	OWN	
OPPTS 830.1600	Description of Materials Used to Produce the Product	49233101	Rug Doctor, Inc.	OWN	
OPPTS 830.1620	Description of Production Process	49233101	Rug Doctor, Inc.	OWN	
OPPTS 830.1650	Description of Formulation Process	49233101	Rug Doctor, Inc.	OWN	
OPPTS 830.1670	Discussion of Formation of Impurities	49233101	Rug Doctor, Inc.	OWN	
OPPTS 830.1700	Preliminary Analysis	49233101	Rug Doctor, Inc.	OWN	
OPPTS 830.1750	Certified Limits	49233101	Rug Doctor, Inc.	OWN	
OPPTS 830.1800	Enforcement Analytical Method	49233101	Rug Doctor, Inc.	OWN	
OPPTS 830.6302	Color	49233102	Rug Doctor, Inc.	OWN	
OPPTS 830.6303	Physical State	49233102	Rug Doctor, Inc.	OWN	
OPPTS 830.6304	Odor	49233102	Rug Doctor, Inc.	OWN	
OPPTS 830.6313	Stability to normal and elevated temps, metals, ions				1

Signature 	Name and Title David Swain, Agent	Date 10/29/2013
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EPA Form 8570-35 (9-97) Electronic and Paper versions available. Submit only Paper version.

Agency Internal Use Copy

¹ N/A: Product is an EUP in liquid form



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DATA MATRIX

Date October 29, 2013		EPA Reg No./File Symbol 49158-R		Page 1 of 4	
Applicant's/Registrant's Name & Address Rug Doctor, Inc. 4701 Old Shepard Place, Plano, TX 75093		Product Rug Doctor Antibacterial Carpet Cleaner			
Ingredient Hydrogen Peroxide CAS# 7722-84-1					
Guideline Reference Number	Guideline Study Name	MRID Number	Submitter	Status	Note
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
Signature <i>David Swain</i>			Name and Title David Swain, Agent		Date 10/29/2013



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DATA MATRIX

Date	October 29, 2013	EPA Reg No./File Symbol	49158-R	Page 2 of 4	
Applicant's/Registrant's Name & Address Rug Doctor, Inc. 4701 Old Shepard Place, Plano, TX 75093		Product Rug Doctor Antibacterial Carpet Cleaner			
Ingredient Hydrogen Peroxide CAS# 7722-84-1					
Guideline Reference Number	Guideline Study Name	MRID Number	Submitter	Status	Note
OPPTS 830.6314	Oxidation/Reduction: chemical incompatibility	49233102	Rug Doctor, Inc.	OWN	
OPPTS 830.6315	Flammability				2
OPPTS 830.6316	Explodability				3
OPPTS 830.6317	Storage Stability	49233104	Rug Doctor, Inc.	OWN	
OPPTS 830.6319	Miscibility				4
OPPTS 830.6320	Corrosion Characteristics	49233104	Rug Doctor, Inc.	OWN	
OPPTS 830.6321	Dielectric Breakdown Voltage				5
OPPTS 830.7000	pH	49233102	Rug Doctor, Inc.	OWN	
OPPTS 830.7100	Viscosity	49233102	Rug Doctor, Inc.	OWN	
OPPTS 830.7200	Melting Point/Melting Range				1
OPPTS 830.7220	Boiling Point/Boiling Range				1
OPPTS 830.7300	Density / Relative Density / Bulk Density	49233102	Rug Doctor, Inc.	OWN	
Signature <i>David Swain</i>			Name and Title David Swain, Agent		Date 10/29/2013

EPA Form 8570-35 (9-97) Electronic and Paper versions available. Submit only Paper version.

Agency Internal Use Copy

² N/A: Product contains no flammable ingredients.

³ N/A: Product contains no explosive ingredients.

⁴ N/A: Product is not an emulsifiable liquid to be diluted with petroleum solvents.

⁵ N/A: Product is not for use in/on/around electrical equipment.



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DATA MATRIX

Date October 29, 2013		EPA Reg No./File Symbol 49158-R		Page 2 of 4	
Applicant's/Registrant's Name & Address Rug Doctor, Inc. 4701 Old Shepard Place, Plano, TX 75093		Product Rug Doctor Antibacterial Carpet Cleaner			
Ingredient Hydrogen Peroxide CAS# 7722-84-1					
Guideline Reference Number	Guideline Study Name	MRID Number	Submitter	Status	Note
					2
			Rug Doctor, Inc.	OWN	
					3
			Rug Doctor, Inc.	OWN	
					4
			Rug Doctor, Inc.	OWN	
					5
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
Signature <i>David Swain</i>			Name and Title David Swain, Agent		Date 10/29/2013



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DATA MATRIX

Date October 29, 2013		EPA Reg No./File Symbol 49158-R		Page 3 of 4	
Applicant's/Registrant's Name & Address Rug Doctor, Inc. 4701 Old Shepard Place, Plano, TX 75093		Product Rug Doctor Antibacterial Carpet Cleaner			
Ingredient Hydrogen Peroxide CAS# 7722-84-1					
Guideline Reference Number	Guideline Study Name	MRID Number	Submitter	Status	Note
OPPTS 830.7370	Dissociation Constant				
OPPTS 830.7520	Particle Size, Fiber Strength, Diameter Distribution				
OPPTS 830.7550	Particle Coefficient (n-Oct/H ₂ O) shake flask				
OPPTS 830.7560	Particle Coefficient (n-Oct/H ₂ O) generator column				
OPPTS 830.7570	Particle Coefficient (n-Oct/H ₂ O) estimation by liquid				
OPPTS 830.7840	Water Solubility: column elution/shake flask method				
OPPTS 830.7860	Water Solubility: generator column method				
OPPTS 830.7950	Vapor Pressure				
Series 870	Toxicity Discussion Volume	49233105	Rug Doctor, Inc.	OWN	
OPPTS 870.1100	Acute Oral Toxicity	49233106	Rug Doctor, Inc.	OWN	
OPPTS 870.1200	Acute Dermal Toxicity	49233107	Rug Doctor, Inc.	OWN	
OPPTS 870.1300	Acute Inhalation Toxicity	49233108	Rug Doctor, Inc.	OWN	
OPPTS 870.2400	Acute Eye Irritation	49233109	Rug Doctor, Inc.	OWN	
OPPTS 870.2500	Acute Dermal Irritation	49233110	Rug Doctor, Inc.	OWN	
Signature <i>David Swain</i>			Name and Title David Swain, Agent		Date 10/29/2013



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DATA MATRIX

Date October 29, 2013

EPA Reg No./File Symbol 49158-R

Page 3 of 4

Applicant's/Registrant's Name & Address
Rug Doctor, Inc.
4701 Old Shepard Place, Plano, TX 75093

Product
Rug Doctor Antibacterial Carpet Cleaner

Ingredient Hydrogen Peroxide CAS# 7722-84-1

Guideline Reference Number	Guideline Study Name	MRID Number	Submitter	Status	Note
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
Rug Doctor, Inc.	OWN				
Signature <i>David Swain</i>			Name and Title David Swain, Agent		Date 10/29/2013



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DATA MATRIX

Date		October 29, 2013		EPA Reg No./File Symbol		49158-R		Page 4 of 4	
Applicant's/Registrant's Name & Address				Product					
Rug Doctor, Inc.				Rug Doctor Antibacterial Carpet Cleaner					
4701 Old Shepard Place, Plano, TX 75093									
Ingredient Hydrogen Peroxide CAS# 7722-84-1									
Guideline Reference Number	Guideline Study Name	MRID Number	Submitter	Status	Note				
OPPTS 870.2600	Skin Sensitization	49233111	Rug Doctor, Inc.	OWN					
Series 810	Efficacy Discussion Volume	49233112	Rug Doctor, Inc.	OWN					
Guideline 91-4 (b)	Carpet Sanitizer – S. aureus, ATCC 6538	49233113	Rug Doctor, Inc.	OWN					
Guideline 91-4 (b)	Carpet Sanitizer – E. aerogenes, ATCC 13048	49233113	Rug Doctor, Inc.	OWN					
Guideline 91-4 (b)	Carpet Sanitizer – S. aureus, ATCC 6538	49233114	Rug Doctor, Inc.	OWN					
Guideline 91-4 (b)	Carpet Sanitizer – E. aerogenes, ATCC 13048	49233114	Rug Doctor, Inc.	OWN					
810.2400	Non-food contact sanitizer – K. pneumoniae ATCC 4352	49233115	Rug Doctor, Inc.	OWN					
810.2400	Non-food contact sanitizer – S. aureus, ATCC 6538	49233115	Rug Doctor, Inc.	OWN					
Signature			Name and Title				Date		
			David Swain, Agent				10/29/2013		



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DATA MATRIX

Date October 29, 2013	EPA Reg No./File Symbol 49158-R	Page 4 of 4
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Applicant's/Registrant's Name & Address Rug Doctor, Inc. 4701 Old Shepard Place, Plano, TX 75093	Product Rug Doctor Antibacterial Carpet Cleaner
--	--

Ingredient Hydrogen Peroxide CAS# 7722-84-1

Guideline Reference Number	Guideline Study Name	MRID Number	Submitter	Status	Note
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	
			Rug Doctor, Inc.	OWN	

Signature <i>David Swain</i>	Name and Title David Swain, Agent	Date 10/29/2013
---------------------------------	--------------------------------------	--------------------



United States
Environmental Protection Agency
Washington, DC 20460

Formulator's Exemption Statement (40 CFR 152.85)

Applicant's Name and Address

Rug Doctor, Inc.
4701 Old Shepard Place
Plano, TX 75093

EPA File Symbol/Registration Number

49158-R

Product Name

Rug Doctor Antibacterial Carpet Cleaner

Date of Confidential Statement of Formula (EPA Form 8570-4)

10/29/2013

As an authorized representative of the applicant for registration of the product identified above, I certify that:

(1) This product contains the following active ingredient(s):

Hydrogen Peroxide

(2) Of these, each active ingredient listed in paragraph (4) is present solely as the result of the use of that active ingredient in the manufacturing, formulation or repackaging another product which contains that active ingredient which is registered under FIFRA Section 3, is purchased by us from another producer, and is labeled for at least each use for which my product is proposed to be labeled.

(3) Indicate by checking (A) or (B) below which paragraph applies:

☐ (A) An accurate Confidential Statement of Formula (EPA FORM 8570-4) for the above identified product is attached to this statement. That formula statement indicates, by company name, registration number, and product name, the source of the active ingredient(s) listed in paragraph (1).

OR

☒ (B) The Confidential Statement of Formula (CSF) (EPA Form 8570-4) referenced above and on file with the EPA is complete, current, and accurate and contains the information required on the current CSF.

(4) The following active ingredients in this product qualify for the formulator's exemption.

Source

Active Ingredient	Product Name	Registration Number
Hydrogen Peroxide (31%)		
Signature 	Name and Title David Swain, Agent	Date 10/29/2013



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Certification with Respect to Citation of Data

Applicant's/Registrant's Name, Address, and Telephone Number Rug Doctor, Inc. 4701 Old Shepard Place Plano, TX 75093 316-683-3489	EPA Registration Number/File Symbol 49158-R
Active Ingredient(s) and/or representative test compound(s) EP - Hydrogen Peroxide	Date 10/29/2013
General Use Pattern(s) (list all those claimed for this product using 40 CFR Part 158) Soft surface and carpet sanitizer and cleaner for residential use	Product Name Rug Doctor Antibacterial Carpet Cleaner

NOTE: If your product is a 100% repackaging of another purchased EPA-registered product labeled for all the same uses on your label, you do not need to submit this form. You must submit the Formulators Exemption Statement (EPA Form 8570-27).

☐ I am responding to a Data-Call-In Notice, and have included with this form a list of companies sent offers of compensation (the Data Matrix form should be used for this purpose).

SECTION I: METHOD OF DATA SUPPORT (Check one method only)

<input type="checkbox"/> I am using the cite-all method of support, and have included with this form a list of companies sent offers of compensation (the Data Matrix form should be used for this purpose).	<input checked="" type="checkbox"/> I am using the selective method of support (or cite-all option under the selective method), and have included with this form a completed list of data requirements (the Data Matrix form must be used).
--	---

SECTION II: GENERAL OFFER TO PAY

[Required if using the cite-all method, or when using the cite-all option under the selective method to satisfy one or more data requirements]

☐ I hereby offer and agree to pay compensation, to other persons, with regard to the approval of this application, to the extent required by FIFRA.

SECTION III: CERTIFICATION

I certify that this application for registration, this form for reregistration, or this Data-Call-In response is supported by all data submitted or cited in the application for registration, the form for reregistration, or the Data-Call-In response. In addition, if the cite-all option or cite-all option under the selective method is indicated in Section 1, this application is supported by all data in the Agency's files that (1) concern the properties or effects of this product or an identical or substantially similar product, or one or more of the ingredients in this product; and (2) is a type of data that would be required to be submitted under the data requirements in effect on the date of approval of this application if the application sought the initial registration of a product of identical or similar composition and uses.

I certify that for each exclusive use study cited in support of this registration or reregistration, that I am the original data submitter or that I have obtained the written permission of the original data submitter to cite that study.

I certify that for each study cited in support of this registration or reregistration that is not an exclusive use study, either: (a) I am the original data submitter; (b) I have obtained the permission of the original data submitter to use the study in support of this application; (c) all periods of eligibility for compensation have expired for the study; (d) the study is in the public literature; or (e) I have notified in writing the company that submitted the study and have offered (i) to pay compensation to the extent required by sections 3(c)(1)(F) and/or 3(c)(2)(B) of FIFRA; and (ii) to commence negotiations to determine the amount and terms of compensation, if any, to be paid for the use of the study.

I certify that in all instances where an offer of compensation is required, copies of all offers to pay compensation and evidence of their delivery in accordance with sections 3(c)(1)(F) and/or 3(c)(2)(B) of FIFRA are available and will be submitted to the Agency upon request. Should I fail to produce such evidence to the Agency upon request, I understand that the Agency may initiate action to deny, cancel or suspend the registration of my product in conformity with FIFRA.

I certify that the statements I have made on this form and all attachments to it are true, accurate, and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.

Signature 	Date 10/29/2013	Typed or Printed Name and Title David Swain, Agent
---------------	--------------------	---

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

RUG DOCTOR ANTIBACTERIAL CARPET CLEANER

(Master Label)

Name (Name TBD)

(Alternate Brand Names:)

SOFT-SURFACE AND CARPET [SANTITIZER] – [CLEANER] – [DEODORIZER] – [ANTIBACTERIAL] – [ANTI-ALLERGEN**]

[Antibacterial Carpet Sanitizer], [Bacteria reducer*], [Spot and Stain Cleaner], [Soft Surface Cleaner], [Carpet Cleaner], [(Dual Action) (Triple Action) (Multi-Purpose) Cleaner], [(Pet) Stain and Odor (Remover) (Eliminator) and Sanitizer], [(One-step) Deodorizer], [Formula for (Carpet) (&) (Upholstery)], [Deep (Spot) Clean(er) + Sanitize(r)], [(Sanitization) (Sanitizing (Treatment) (Pretreat(er)))], [Tough Stain (Treatment)][Allergen** Remover], [Allergen** Reducer][Anti-Allergen Treatment**], [Allergen Eliminator**]

KEEP OUT OF REACH OF CHILDREN

Active Ingredient:

Hydrogen Peroxide.....4.85%

Other ingredients.....95.15%

Total: 100.00%

EPA Reg. No.: 49158-x

EPA Est. No.:

Manufactured [by] [for]:

Rug Doctor, Inc.

4701 Old Shepard Place

Plano, TX 75093

Net contents: (24 FL OZ (710mL)) (17 FL OZ (502mL)) (16 FL OZ (472mL))

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Soft Surface Use Sites (Location) [†]

All around the house [‡]	Car(s)	Truck(s)	Study (Studies)
All around the home [‡]	Closet(s)	Laundry Room(s)	Sunrooms(s)
Apartment(s)		Living Room(s)	SUV(s)
Attic	(Damp) Storage Area(s)	Locker (liners) (Pads)	Van(s)
Automobile(s)	(Damp) Storage Room(s)	Mobile Home(s)	
Baby's Room (s)	Den(s)	Mud Room(s)	
Basement(s)	Dining Room(s)	Nursery (Nurseries)	
Bathroom(s)	Dorm(s)	Office(s)	
Bedroom(s)	Family Room(s)	Pet area(s)	
Boat(s)	Garage(s)	Playroom(s)	
Cabin(s)	Home	Storage Locker(s)	
Camper(s)	House	Studios	

[†] Not for use on wool carpets

[‡] Non food contact surfaces only

Use (Surfaces) [†] [may include graphic depicting surface]

(Area) Rug(s)	(Cotton) Purses	(Upholstered) Furniture	Shower Curtain(s)
Back (School) packs	(Upholstered) Couch(es)		Sleeping bag(s)
Bedspreads	Cover(s)	Gym Bag(s)	Slipper(s)
Bathroom mats (rugs)	Curtain(s)	Hamper(s)	Sofa(s)
Bedding	Cushions	Kitchen mat(s)	Soft (household) surfaces
Blankets	Desk Chairs	(Kitchen) (Household) Seat Cushion(s)	(Carpeted) Stair(s)
Box Springs	Diaper Bag(s)	Laundry bag(s)	Stuffed animal(s)
(Canvas) (shoes) (Sneakers)	Door mat(s)	Mattress(es)	Upholstery
(Upholstered) Car Seats	Draperies	Pet area(s)	Window Treatments
Carpet(s)	Duvet Cover(s)	(Pet) (dog) (Cat) (bed(s)) (bedding)	Athletic Equipment
(Upholstered) Chair(s)	Entry mat(s)	Pillow(s)	
(Children's) Soft Fabric Toys	Entry rug(s)	Shoe interior(s)	
Comforter(s)	Fabric(s)	Sheets	

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Stains (may include graphic depicting the stain)

Urine	Dirt	Cola	Mustard
Food	Feces/fecal matter	Juice	
Vomit	Tracked-in dirt	Fruit juice	
Sweat	Spaghetti sauce	Red wine	
Blood	Coffee	Ink	
Drool	Mud	Chocolate	
Milk	Wine	Salad dressing	
Insect/rodent droppings	Pet stains	Ketchup	

For home, commercial & industrial use

DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling. Read and follow all directions and precautions on this product label.

Fabric and Carpet (precaution) advisory statement: Before cleaning test for colorfastness by applying a small amount of product in an inconspicuous area. After one minute, blot using a clean dry white cloth and check for color transfer. If color is affected, do not use. Before using this product on upholstery, look for manufacturer's cleanability code tag. Use on upholstery coded "WS" or "W". Do not use on upholstery coded "X" or "S". Do not use on velvet, silk, vinyl, or leather upholstery. Not intended for use on wool carpet.

FOR USE ON CARPET

GENERAL CLEANING: Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Spray a light even coating on the soiled area, and lightly scrub the surface (Let air dry.)

GENERAL SPOT CLEANING: Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Spray a light even coating on the soiled area, and lightly scrub the surface working toward center of the stain from the edges. Blot dry with a towel, pressing deep into the stain. (Repeat as needed (for stubborn stains).) (Let air dry.)

TO (ONE STEP) CLEAN AND SANITIZE: Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Hold the spray bottle approximately 3 inches from surface of the carpeting and spray a light even coating on soiled area. Scrub surface with moderate pressure for 30 seconds. Allow to remain wet for (60 minutes) (1 hour) (an hour). Gently blot area with a clean, damp, color-safe cloth. (Repeat as needed (for stubborn stains).) (Let air dry.) (Vacuum.) (Deep clean following your machine's guide.)

TO DEODORIZE OR FRESHEN: Turn nozzle to spray position. Spray until slightly damp (to eliminate (pet) odors). Let air dry. (Vacuum.) For difficult odors repeat applications.

TO PRECLEAN (PRETREAT) (& SANITIZE): Turn nozzle to spray position, hold spray bottle approximately 3 inches from surface and spray a light even coating over soiled area (until damp). Scrub surface with moderate pressure for 30 seconds. Allow to remain wet for 60 minutes (1 hour) (an hour). (Deep clean following your machine's guide).

ANTI-ALLERGEN TREATMENT: Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Hold the spray bottle approximately 3 inches from surface of the carpeting and spray a light even coating on soiled area. Allow to remain wet for 5 minutes. Gently blot area with a clean, damp, color-safe cloth. (Vacuum.)

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

(may include graphics)

FOR USE ON SURFACES OTHER THAN CARPET:

GENERAL CLEANING: Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Spray a light even coating on the soiled area, and lightly scrub the surface (Let air dry.)

GENERAL SPOT CLEANING: Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Spray a light even coating on the soiled area, and lightly scrub the surface working toward center of the stain from the edges. Blot dry with a towel, pressing deep into the stain. (Repeat as needed (for stubborn stains).) (Let air dry.) **TO (ONE STEP) CLEAN AND SANITIZE:** Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Hold the spray bottle approximately 3 inches from surface of the carpeting and spray a light even coating on soiled area (fabric) (until damp). Allow to remain wet for 5 minutes. Gently blot area with a clean, dry, color-safe cloth. (Repeat as needed (for stubborn stains or heavy fabrics.) (Let air dry.) (Vacuum.)

TO DEODORIZE OR FRESHEN: Turn nozzle to spray position. Spray until slightly damp (to eliminate (pet) odors). Let air dry. (Vacuum.) For difficult odors repeat applications.

TO PRECLEAN (PRETREAT) (& SANITIZE): Turn nozzle to spray position, hold spray bottle approximately 3 inches from surface and spray a light even coating over soiled area (until damp). Allow to remain wet for 5 minutes. (Deep clean following your machine's guide).

ANTI-ALLERGEN TREATMENT: Remove any excess solids, liquid or dirt. Turn nozzle to spray position. Hold the spray bottle approximately 3 inches from surface of the carpeting and spray a light even coating on soiled area. Allow to remain wet for 5 minutes. Gently blot area with a clean, damp, color-safe cloth. (Vacuum.) (may include graphics)

STORAGE AND DISPOSAL

Nonrefillable container. Store in original container in areas inaccessible to small children. Keep securely closed. Do not reuse or refill this container. Place [container] in trash or offer for recycling if available.

Manufactured by

Rug Doctor, Inc.

Questions or Comments 1.800.Rug Doctor (1-800-784-3628)

Internet: www.rugdoctor.com

[Questions?] [Comments?] [Call 1-800-784-3628]

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Optional Label Statements, Marketing Claims, and Pictograms:

*Kills 99.9% of (*Enterobacter aerogenes* (ATCC 13408))(and)(*Staphylococcus aureus*) (ATCC 6538)(Staph)(on carpet). Kills 99.9% of (*Klebsiella pneumonia* (ATCC 4352)) (and))(Staphylococcus aureus (ATCC 6538)(Staph) (on soft surfaces other than carpet).

**Non-living allergens including: Pollen, Pet dander, Dust mite matter

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

(Sanitizing Claims)

(Deep) Cleans (&) (+) Sanitizes

(Deep) Cleans (&) (+) Sanitizes (insert usage site)

(Deep) Cleans (&) (+) Sanitizes in 5 minutes on soft surfaces other than carpet

(Deep) Cleans (&) (+) Sanitizes in 60 minutes (1 hour) (an hour) (on carpets)

(Deep) Cleans (&) (+) Sanitizes in 60 minutes (1hour) (an hour) on Carpets and 5 minutes on all other soft surfaces

5 minutes is all it takes to kill 99.9% of bacteria on (insert usage surface)

Kills 99.9% of bacteria

Kills 99.9% of (*Staphylococcus aureus* (ATCC 6538)) (Staph) , (*Enterobacter aerogenes* (ATCC 1308)) (Enterobacter), and (*Klebsiella pneumoniae*) (ATCC4352)

Kills 99.9%* of bacteria in 5 minutes on soft surfaces other than carpet

Kills 99.9% of bacteria in 60 minutes (1 hour) (on carpets)

Sanitizes (insert usage surface) in 5 minutes on soft surfaces other than carpet

Sanitizes (insert usage surface) in 60 minutes (1 hour) on carpets

(Sanitizes) in only 5 minutes on soft surfaces other than carpet

(Sanitizes) in only 60 minutes (1 hour) (on carpets)

Sanitizes (insert usage sites)

Sanitizes

Sanitizes and eliminates (pet odors) (odors) (allergens**) (and) (everyday dirt) (spots and stains)

(Deep) Cleans and sanitizes, eliminates 99.9% of bacteria

Cleans as it sanitizes (in one step)

Eliminates (99.9%) of (bacteria)

Removes (the most) (common) allergens**

Eliminates (the most) (common) allergens**

Leaves (insert usage surfaces) clean and sanitizes

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Leaves (insert usage surfaces) clean, sanitized, and deodorized

Leaves (insert usage surfaces) sanitized

(Deep) Cleans, sanitizes, refreshes (insert usage site)

(Deep) Cleans, sanitizes, refreshes, (pet messes)

(Deep) Cleans (+) (sanitizes) (+) deodorizes (+) (and) (freshens) in one easy step

2 in 1 (Dual Action) (formula) – (cleans) (sanitizes) (deodorizes) (freshens) (in 1 easy step)

3 in 1 (Triple Action) (formula) – (cleans) (sanitizes) (deodorizes) (freshens) (in 1 easy step)

4 in 1 (All in One) (formula) – (cleans) (sanitizes) (deodorizes) (freshens) (in 1 easy step)

Kills 99.9% of *Klebsiella pneumonia* (ATCC 4352) and *Staphylococcus aureus* (staph) (ATCC 6538) on (insert usage site) in 5 minutes (on soft surfaces other than carpet)

Kills 99.9% of *Enterobacter aerogenes* (ATCC 13048) and *Staphylococcus aureus* (staph) (ATCC 6538) on (insert usage site) in 60 minutes (1 hour) (on carpets)

Destroys 99.9% of bacteria on (insert usage sites)

Kills 99.9% of bacteria at the source

Effectively kills 99.9% of bacteria

Kills 99.9% of bacteria in 5 minutes on soft surfaces other than carpet

Kills 99.9% of bacteria in 60 minutes (1 hour) (an hour) on carpets

Kills 99.9% of bacteria on (insert usage site) (for a deep down clean)

Kills 99.9% of household bacteria on (insert usage site) (for a deep down clean)

(Kills) (destroys) (eliminates) 99.9% of (*Staphylococcus aureus*) (staph) (ATCC 6538) (and) (*Klebsiella pneumonia*) (ATCC 4352) in 5 minutes on soft surfaces other than carpet

(Kills) (destroys) (eliminates) 99.9% of (*Staphylococcus aureus*) (staph) (ATCC 6538) (and) (*Enterobacter aerogenes*) (ATCC 13048) in 60 minutes (1 hour) (an hour) on carpet

(Kills) (destroys) (eliminates) 99.9% of (*Staphylococcus aureus*) (staph) (ATCC 6538) (and) (*Klebsiella pneumonia*) (ATCC 4352) (for spot treatment) (on) (insert usage site)

(Use) To eliminate 99.9% of bacteria on (insert usage site)

Kills 99.9% of bacteria in (only) 5 minutes on soft surfaces other than carpet

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Kills 99.9% of bacteria in (only) 60 minutes (1 hour) (an hour) on carpets

Kills 99.9% of bacteria on (insert usage site) in (only) 5 minutes on soft surfaces other than carpet

Kills 99.9% of bacteria on (insert usage site) in (only) 60 minutes (1 hour) (an hour) on carpet

Sanitizes (insert usage site)

(Both) Cleans & Sanitizes – better than cleaning alone

Cleans & Sanitizes in 5 minutes on soft surfaces other than carpet

Cleans and Sanitizes in 60 minutes (1 hour) (on carpets)

(X) in 1 (formula) (cleans) (and) (sanitizes) (and) (deodorizes) (and) (eliminates allergens)**

One step clean(s)(er) and sanitize(s)(r)

Neutralizes and reduces the growth of bacteria

Makes sanitizing easy

Easy (sanitizing)

Fast & easy (sanitizing)

(Antimicrobial) (Antibacterial) (formula) cleans and sanitizes

The easy, effective, and convenient way to sanitize (insert usage site)

Antibacterial (cleaner)

Antimicrobial (cleaner)

Leaves (insert usage site) sanitary

Sanitizes as it cleans

For cleaning and sanitizing (insert usage site)

Antibacterial formula cleans and sanitizes in one (1) step

(Deep) Cleans, (Sanitizes), (Deodorizes), (Freshens), (removes Allergens**) in (one) (1) easy step

(Deep) Cleans (+) (sanitizes) (+) (Deodorizes) (+) (Freshens) (+) (Removes Allergens**) (+) (Removes Odors)

Kills 99.9% of bacteria and eliminates (pet) odors for a cleaner, fresher home

(Note to Reviewer: {parenthetical text} is optional; [bracketed text] is informational.)

All in one formula (cleans) (and) (sanitizes) (and) (deodorizes) (and) (freshens) (and) (eliminates allergens**)

(2 in 1) (3 in 1) (4 in 1) (5 in 1) formula cleans (and) sanitizes (and) deodorizes (and) freshens (and) eliminates allergens**

One step (cleans) (and) (sanitizes) (and) (deodorizes) (and) (freshens) (and) (eliminates allergens**)

The easy, effective, and convenient way to sanitize (usage site)

Makes sanitizing easy

The quick and easy way to clean and sanitize your (insert usage site)

(Deep) Cleans as it sanitizes

Sanitizes as it cleans

Cleans as it sanitizes

Removes and sanitizes (pet) stains (such as) (urine) (fecal matter) (feces) (and) (vomit)

(Pet) Stain and odor remover and sanitizer

Convenient to use (-cleans and sanitizes)

Sanitizes and refreshes

Improves cleaning performance to also sanitize

(Deep) Cleans plus sanitization

Penetrates (deep down) to (thoroughly) clean and sanitize

Penetrates (deep down) to thoroughly remove (stains), (bacteria*), (and) (odors)

Thoroughly cleans and sanitizes deep within carpet fibers, eliminating stains, bacteria, and allergens**

Go beyond surface cleaning

Goes beyond surface cleaning

Go beyond surface cleaning – unique penetrating action thoroughly cleans and sanitizes deep into the carpet fibers

Deep cleaning formula that provides cleaning and sanitization (at the same time)

(Deep) Cleans, Sanitizes and Reconditions (in one easy step)

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Destroys tough odors and bacteria

Unique penetrating action goes deep within carpet fibers to thoroughly clean and sanitize – eliminating dirt, stains, odors, bacteria, and allergens**.

(Removes) (Eliminates) bacteria

(Sanitization) (Sanitizing) (Antibacterial) (Antimicrobial) Treatment

Stain & odor (remover) (eliminator) that sanitizes as it cleans

Sanitizes as it cleans

Penetrates to sanitize(s) and (clean) (loosen(s)) (tough) stains (including (spaghetti sauce) (coffee) (mud) (wine) (pet stains) (cola) (tea) (food grease))

Penetrates, sanitizes and loosen (tough) stains

Spot removal (Clean) (+) (&) Sanitize for a more (effective) clean

Spot removal (clean) (+) (&) Sanitize for a higher level of clean(ing)

Take (more) control of your cleaning (with sanitization) (insert product name)

Penetrates to (clean) (and) (loosen) (tough) stains (and sanitizes)

(Removes) (kills) (sanitizes) (bacteria) on soft surfaces (insert surfaces)

Cleans and sanitizes (pet) (baby) messes

Cleans and sanitizes food spills

Cleans and sanitizes (blood) (sweat) (drool) (insect droppings) (feces) (fecal matter) (food stains)(&)(vomit)

A (gentle) (mild) way to (clean)(and) (sanitize)

Sanitize after exposure to (urine), (food), (vomit), (sweat), (blood), (drool), (insect/rodent droppings), (feces), (fecal matter)

Antimicrobial treatment (for) (insert usage site) (insert usage surface)

Antibacterial treatment (for) (insert usage site) (insert usage surface)

(Cleaning) (and) (Sanitizing) for the spots you can't see

(Antibacterial) (Antimicrobial) carpet (treatment) (sanitizer)

(Antibacterial) (Antimicrobial) Cleaner

Sanitizer and Cleaner

One step cleaner and sanitizer for carpets (rugs) (fabrics)(&) (textiles)

Cleans and sanitizes carpet (&) (rugs) (fabrics) (textiles) (in one step)

Cleans as it sanitizes

Clean, sanitize, and deodorize your carpet

EPA registered Carpet Sanitizer

EPA registered sanitizer for Carpets, Fabrics, and Textiles

EPA registered antibacterial formula

Deep cleans and sanitizes all soft surfaces

Effectively kills 99.9% of harmful bacteria

Suitable for carpets, bedding, mattresses, and other soft surface (define list)

Effectively helps control symptoms/causes of (indoor) asthma**.

Environmentally friendly.

Proven to remove allergens**

Removes most common allergens**

Removes allergens** including pollen, dust mites and pet dander

(Cleaning Claims)

Fast & effective (pet) cleaning

For a cleaner, fresher household

Effectively (removes) (eliminates) tough (dirt) (stains) (spots) (and) (grime)

Better than ever cleaning (and sanitizing) (for your) (insert usage site)

Effective cleaning of tough (pet) spots and stains

(Permanently) (removes) (eliminates) deep down dirt and (set in) stains

(Permanently) (removes) (eliminates) tough (pet) stains and odors (on) (insert usage site)

Spot treatment for (pet stains and odors) (insert usage site)

Cleans tough (pet spots) (spots) (and) (pet stains) (stains)

(removes) (eliminates) (tough) (dirt) (and) (stains) (pet stains)

Removes dirt, dust, and common allergens** from (insert usage site)

(Permanently) (removes) (eliminates) tough stains like (red wine), (food stains), (fruit juice), (pet messes), (mud/dirt), (ink), (chocolate), (coffee/tea), (cola), (blood), (grease), (motor oil)

(Permanently) removes tough pet stains like (urine), (feces), (vomit), (tracked-in dirt), and (blood)

Removes deep down (dirt), (pet stains), (stains), (&), (pet odors), (odors),

(Permanently) Eliminates tough pet stains like (urine), (feces), (vomit), (tracked-in dirt), and (blood)

Eliminates deep down (dirt), (pet stains), (stains), (&), (pet odors), (odors)

Deep down clean(ing)

For a deep (down) clean

Powerful cleaning ability

Cleans (insert usage site)

Cleans everyday (pet) messes

(Removes) (Eliminates) (pet spots) (spots) (and) (stains) without hard scrubbing

No (hard) scrubbing required

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

(Foam) (Bubbles) work(s) hard on (tough) (dirt) (spots) (and) (stains)

(Foaming action) works hard to (remove) (eliminate) (tough) (dirt) (spots) (and) (stains)

Penetrates to (remove) (eliminate) (deep down) (tough) (dirt) (pet stains) (stains) (and) (Pet odors) (odors)

Penetrates for a (complete) (deep) clean

Specially designed to penetrate (deep down) (tough) (dirt) (pet stains) (stains) (and) (pet odors) (odors)

Leaves (insert usage surfaces) (clean and fresh)

Best (Rug Doctor) formula for cleaning (usage site)

Removes tough dirt and grime

Unbeatable cleaning

Fast and effective cleaning

(removes) (eliminates) tough odors and soils

Cleans the toughest (stains) (and) (soils)

Cleans tough (stains) (and) (soils)

Powerful (penetrating) clean

Deep down cleaning

For a thorough, deep down clean

For a deep clean

Cleans beyond the surface

Enhanced cleaning performance

Improve(s)(d) cleaning performance (with sanitization)

Boosts (deep cleaning performance)

Boosts (deep) cleaning

Improve(s) (d) (deep) cleaning performance

Makes deep cleaning more effective

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

1st step in spot & deep cleaning

Removes tough stains

Cleans and deodorizes (in one step)

Removes (insert stains)

Advanced spot (and stain) cleaning

Cleans all soft surfaces in your home

Eliminates tough stains and odors

(Deodorizing claims)

Kills 99.9% of odor causing bacteria

Reduces and controls (odor-causing) bacteria

Kill odor-causing bacteria and deodorize for cleaner, longer lasting carpet

Effective as a sanitizing agent against (odor causing) bacteria

Doesn't just mask (pet) odors

Eliminates (pet) odors (,) doesn't just mask (them)

(Permanently) Eliminates (pet) odors

Freshens the home

Freshens (insert usage site)

Refreshens (insert usage site)

Fresh & Clean

Deodorizes

Freshens

Deodorizes & freshens

Lifts (pet) odors and freshens

Eliminates the toughest (pet) odors at the source

Eliminates odors

Eliminates odors (including) (kitchen) (pet) (and) (smoke)

Freshens (insert usage surface)

Refreshens (insert usage surface)

Leaves (insert usage site) (insert usage surface) deodorized

Full day freshness

For ultimate freshness

Leaves (insert usage site) (insert usage surface) smelling (refreshed) (fresh) (clean)

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Long lasting freshness

Eliminates odors at the source

Reduces odor causing bacteria (on)(in) (insert usage site) (insert usage surface)

Leaves your (insert usage site)(insert usage surface) free of (pet) odors

Keeps your (insert usage site) (insert usage surface) smelling fresh

Penetrates (deep inside) (insert usage site) (insert usage surface) to eliminate (pet) odors at their source

Neutralizes (pet) odors

Neutralizes (pet) odors in (insert usage site) (insert usage surface)

Neutralizes, reduces, and controls the growth of odor causing bacteria

(Kills) (Eliminates) (Destroys) odor causing bacteria

(Effectively) (effective to kill) (kills) odor causing bacteria

Eliminates (pet) odors and (kills) (removes) (gets rid of) the bacteria that cause them

Kills odor causing bacteria on (insert usage site) (insert usage surface)

(Eliminates) (removes) (the toughest) (tough) odors caused by bacteria on (insert usage site) (insert usage surface)

Eliminates (tough odor) (tough odors) (bacterial odor) (bacterial odors) (pet odors) on (insert usage site) (insert usage surface)

(Antimicrobial) (Antibacterial) (action) kills odor causing bacteria

Prevents (buildup of) odors by killing odor causing bacteria on (insert usage site) (insert usage surface)

Kills odor causing household bacteria

Kills (odor causing) bacteria leaving (insert usage site) (insert usage surface) smelling fresh)

Removes tough (pet) odors and soils

Freshens while killing odor causing bacteria

Leaves (rooms) (home(s)) smelling fresh and clean

(Insert usage site) (Insert usage surface) (Pet) Spot and Stain Deodorizer

(Insert usage site) (Insert usage surface) (Pet) Deodorizer

(Note to Reviewer: \parenthetical text) is optional; [bracketed text] is informational.)

(Insert usage site) (Insert usage surface) (Pet) Odor Neutralizer

(Insert usage site) (Insert usage surface) (Pet) Odor Eliminator

(Insert usage site) (Insert usage surface) (Pet) Refresher

Removes odors while cleaning

Eliminates tough stains and odors

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

(General Usage Claims)

Get a true clean (with) (this product)

Okay (suitable) to use daily

(Okay) (Suitable) for daily use

(Okay) (Suitable) for weekly use

(Okay) (Suitable) for monthly use

(Okay) (Suitable) for regular use

(Okay) (Suitable) for everyday use

(Okay (Suitable) for frequent use

Good for (everyday) touch ups (for your) (tough) (dirt) (and) (stains) (pet stains)

Use daily (in) (on) the (insert usage area) your (family) (and) (pets) touch (the most) often

Use on (soft) surfaces that you and your family come in contact with everyday

Suitable for use on (insert usage site)

Great for use in any room of the house

Use throughout your house

Contains no heavy metals, optical brighteners, or dyes

Bottle contains minimum of X% post-consumer recycled plastic

Dye Free (formula) (technology)

No harsh odor

Suitable for (your) soft surfaces

Compatible with (your) soft surfaces

(Easy) (Gentle) (Mild) on your soft surfaces

Suitable for use on carpets (including nylon & stain resistant carpets)

(Effective) (Works) on carpets

Compatible (with) (on) carpets (including nylon, polyester, & stain resistant carpets)

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Leaves carpet (clean) (sanitized) for children and pets (when used as directed)

For everyday use

Leaves no residue

No residue

No Chemical residue

No-Rinse formula

Effective clean you can trust

(Carefully) (Consciously) designed (for home use)

(Ingredients) designed for home use

(Designed) (Developed) for home use

Carefully designed

This product is approved for use on (insert usage site)

Compatible with (insert usage sites)

Use on (insert usage sites) as a spot treatment

Suitable for use on (insert usage site)

Trusted heritage of hydrogen peroxide

Effective cleaning of your carpet

Great cleaning for your carpet

Great cleaning on your carpet

(Great for) (Effective on) (insert usage site)

Proven to work without (fading) (discoloring) (damaging) (insert usage site(s))

Powerful everyday cleaner that remove many spots and stains (including (spaghetti sauce) (coffee) (mud) (wine) (pet stains) (cola) (tea) (food grease))

Color safe (will not) (won't) (harm fabrics)

For use on (insert usage surfaces)

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

(For) use (before), (after) or (in between) (deep) cleanings

Tough on dirt, easy on you

Gentle

Kind

Non-harsh

No (chlorine) bleach

Bleach (free) (alternative)

No harsh chemicals

No (harsh) (strong) (fumes) (chemicals) (residue) (residues)

No worries

A (gentle) (mild) way to (clean)(and) (sanitize)

(Gentle on) (Won't harm) surfaces

(Contains no) (Does not contain) (bleach), (added dyes), (added colors), (perfumes), (VOCs), (ammonia), (phosphates)

Non-corrosive

Eliminates odor causing bacteria

Great for cleaning up (pet) (baby) (child) (children) (and) (people) messes

Can be used on (insert surfaces) (insert sites)

Color safe, won't harm fabrics

Clean all your worries away

No (fragrance) (perfumes)

(Fragrance) (Perfume) free

Dye Free

Improved cleaning for the spots you can't see

Formulated for use on stain resistant carpet

(Note to Reviewer: [parenthetical text] is optional; [bracketed text] is informational.)

(Easy to use claims)

Advanced (formula) (for) (insert usage sites)

Dries in (X) minutes

Dries fast on soft surfaces other than carpet

Fast drying on soft surfaces other than carpet

Gentle mist dries in minutes on soft surfaces other than carpet

Can be used anytime

Dual (action) (purpose)

Works on (most) (insert usage sites)

Everyday formula

(Suitable) For everyday use

Multi-Purpose

Dual (Triple) Action

Multi-use

Spray on (insert usage site) your family comes in contact with daily

Treat (pet) stains, (pet) odors, and allergens**

Takes care of (insert usage sites) (pet) stains and odors

Fast, easy, and effective cleaning

Easy to use

Leaves no residue

Suitable for use around the (home) (house)

Makes (pet) cleaning easier

No rinsing required

Convenient to use (-cleans and sanitizes)

Ready to use

(Note to Reviewer. (parenthetical text) is optional; [bracketed text] is informational.)

Simple application

Quick (and Easy)

Keep your home clean

Great for (insert usage sites)

It (foams) (and) (bubbles) so you know it's working

(2 in 1) (3 in 1) (4 n 1) Action (-saves you time)

(All in 1) (2 in 1) (3 in 1) (4 in 1) (5 in 1) (formula)

Easily removes (soils) (and) (stains)

Spot sanitization for you (insert usage site) soft surface(s) other than carpet

Spot sanitization for your carpet

Effective cleaning for you (insert usage site)

(Note to Reviewer: [parenthetical text] is optional; [bracketed text] is informational.)

MARKETING CLAIMS

Try (me) (for) (free) (now) (today)

Save (\$X) now

Bonus (X) (oz)(X%) (more)

New {note to the reviewer: use for 6 months only}

New and Improved {note to the reviewer: use for 6 months only}

Value (size) (pack)

Trial (size) (pack)

(2 in 1) (3 in 1) (4 in 1) (action)

(Dual) (Triple) Action

Advanced

All in 1

Complete clean

Good Value

Great Value

Premium Product

